Australian Society of Plant Scientists

Website & Communications Sub-Committee (WCSC)

- WSC was established after 2014 AGM to disseminate information related to ASPS and plant biology among the Society members and the general public.
- ASPS Website and database
- The “Member” database is being continually improved (Janet)
- Details of 2014-2015 Executive Committee members and Discipline Representatives pages were updated last year
- Googledocs have been set up to ease information flow among Executive Committee Members and Discipline Representatives
- Peter Goldacre Awards page is being updated with project specific information provided by awardees
- Consolidation of awards guidelines may be required

Australian Society of Plant Scientists

Website & Communications Sub-Committee (WCSC)

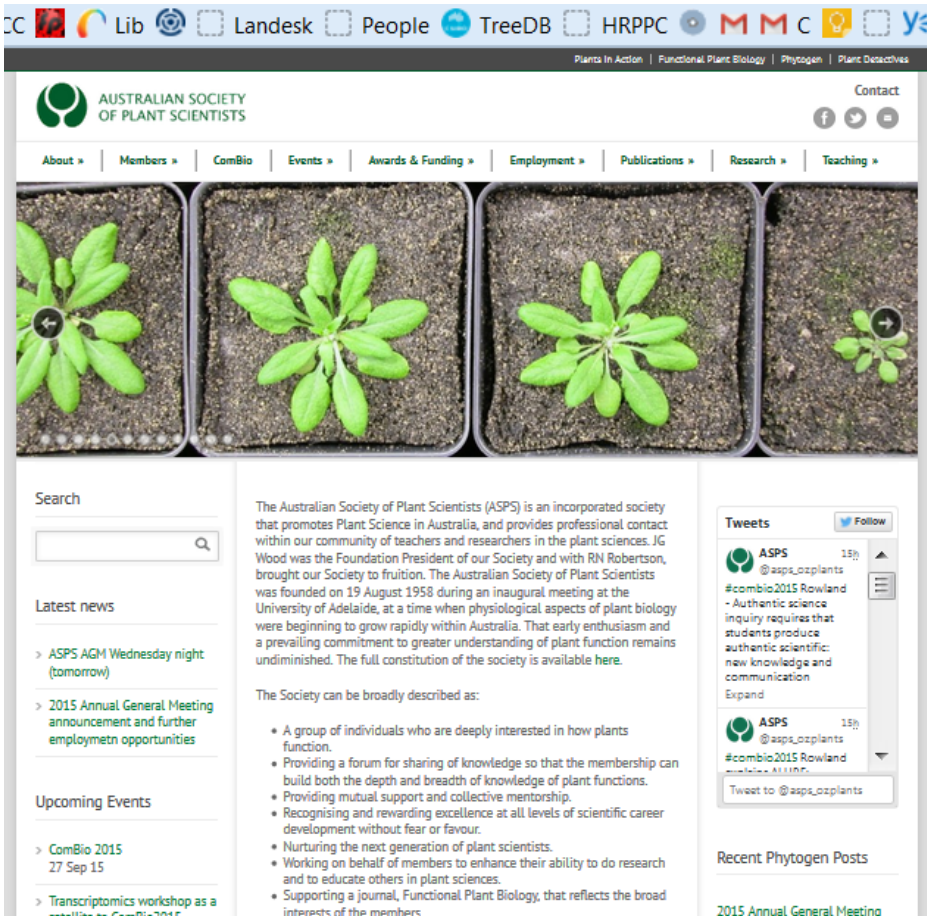
Outreach activities

- Plants in Action pages look and content have been improved and new chapters added
- Phytogen has turned into our “blog”
- We have increased our presence in social media
- Fascination of Plants Day presents a very good global outreach opportunity
- Members are welcome to submit their photos to be uploaded to our top slider

Australian Society of Plant Scientists

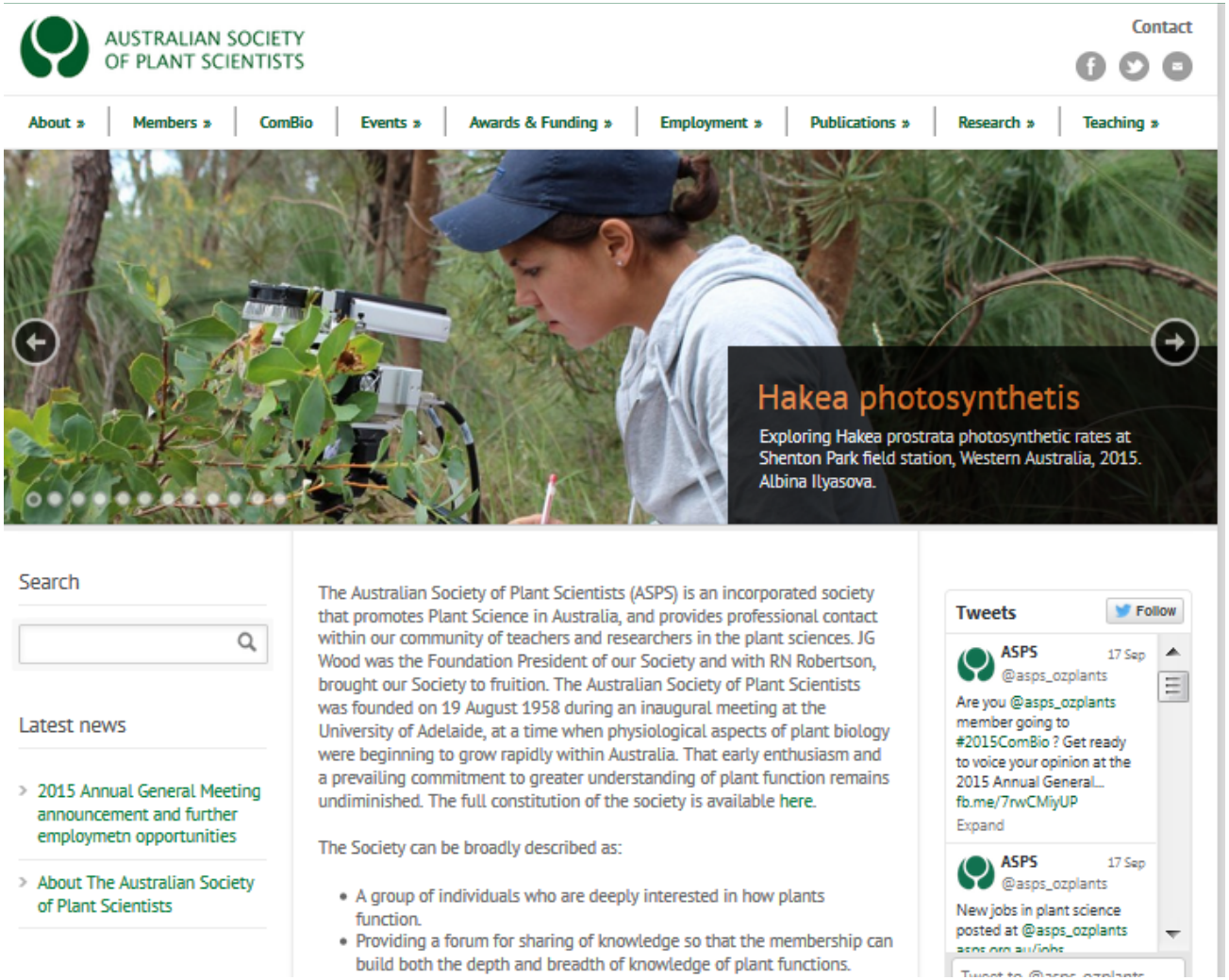
ASPS.ORG.AU

www.asps.org.au • Information flow



ASPS.ORG.AU

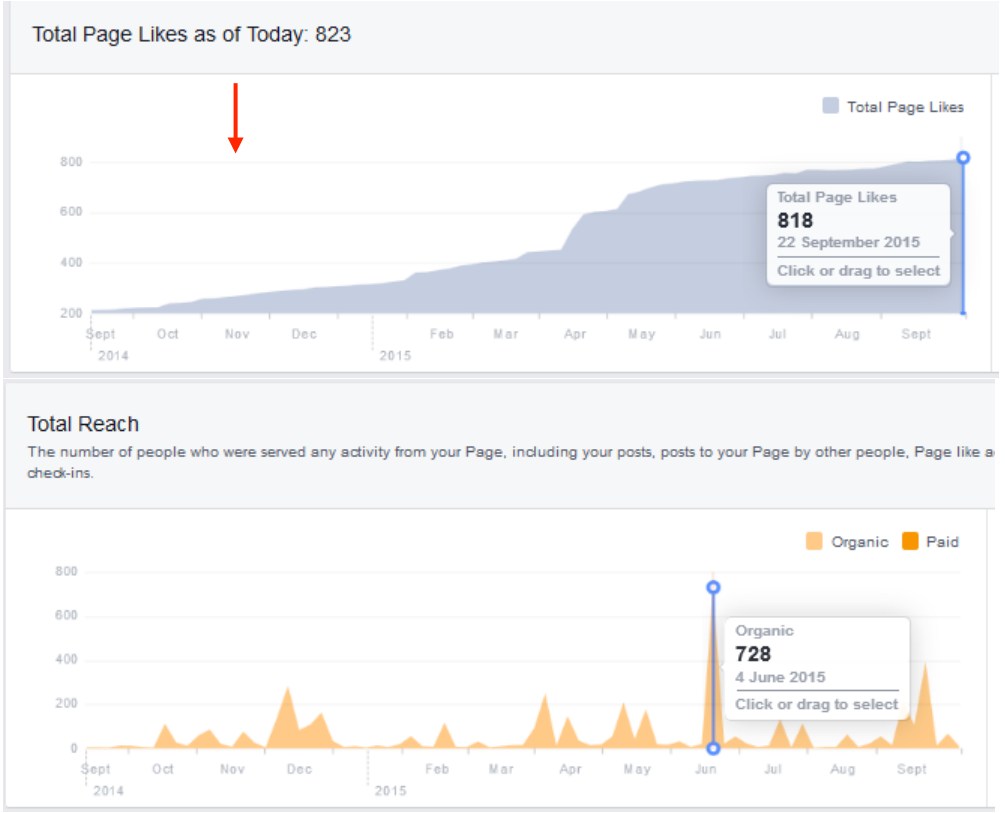
- Send us your photo!



Australian Society of Plant Scientists

Increased presence in Facebook

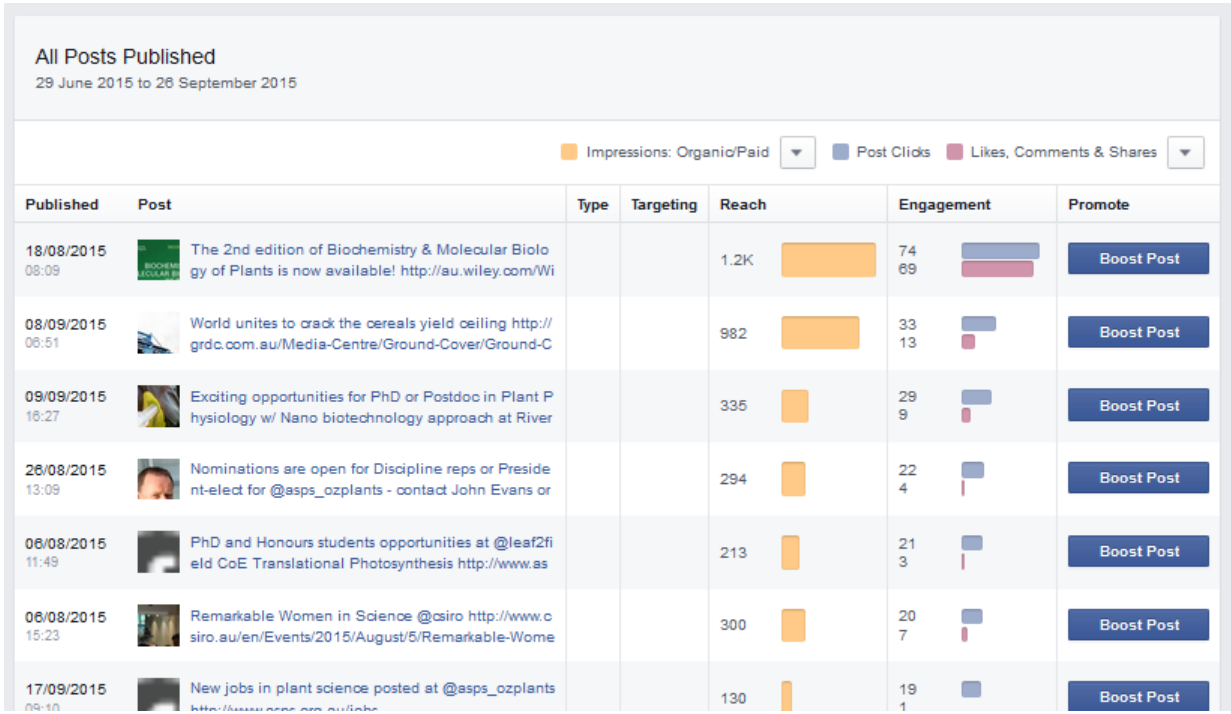
- As of Sep 2015
- 830 likes
- 728 reach maximum



Australian Society of Plant Scientists

Increased presence in Facebook

- Top posts viewed by more than 1k people



All Posts Published

29 June 2015 to 26 September 2015

Impressions: Organic/Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
18/08/2015 08:09	The 2nd edition of Biochemistry & Molecular Biology of Plants is now available! http://au.wiley.com/Wi			1.2K	74 69	Boost Post
08/09/2015 06:51	World unites to crack the cereals yield ceiling http://grdc.com.au/Media-Centre/Ground-Cover/Ground-C			982	33 13	Boost Post
09/09/2015 16:27	Exciting opportunities for PhD or Postdoc in Plant Physiology w/ Nano biotechnology approach at River			335	29 9	Boost Post
26/08/2015 13:09	Nominations are open for Discipline reps or President-elect for @asps_ozplants - contact John Evans or			294	22 4	Boost Post
06/08/2015 11:49	PhD and Honours students opportunities at @leaf2field CoE Translational Photosynthesis http://www.as			213	21 3	Boost Post
06/08/2015 15:23	Remarkable Women in Science @csiro http://www.csiro.au/en/Events/2015/August/5/Remarkable-Wome			300	20 7	Boost Post
17/09/2015	New jobs in plant science posted at @asps_ozplants			130	19 1	Boost Post

Australian Society of Plant Scientists

Increased presence in Twitter

- One new follower every day!



- Example: #combio2015 @asps_ozplants AGM well attended. Thanks to all!