



## The American Scientific Glassblowers Society

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### The Facebook Report for the 2013 Symposium Board Meeting

As of this report, the ASGS Facebook page has 3,190 subscribed fans compared to just a little over 800 fans in Nov 2012.. Moreover, the fans of the ASGS Facebook reach a total of over 1 million “Friends” from their sites. This ~400% growth came from a decision to editorially expand the site from just a community news site to one that’s more informational.

As with any ambitious enterprise, there have been a few bumps in the road, which the board is well aware of. I believe the issues of appearance and safety liabilities have been addressed but still require vigilance by the Executive Committee. As such our site permanently contains the following proviso:

#### General Information

**Mike Souza manages the ASGS Facebook Page with permission of the American Scientific Glassblowers Society (ASGS). However the ASGS is not directly responsible for any of the posts, except that it retains the power to remove any or all post that the President and its ruling body finds necessary to protect the Society as it sees fit. All complaints or comments can be sent directly to the ASGS National Office [natl-office@asgs-glass.org](mailto:natl-office@asgs-glass.org) or to the President at: [president@asgs-glass.org](mailto:president@asgs-glass.org)**

Editorial privileges are provided to myself, Kevin Teaford, Jack Fuller and Jason Craig. These privileges allow us to post items under the ASGS banner. This is an important distinction, because all “ASGS” posts are sent to fans via RSS Feed. Kind of like a news bulletin that is posted instantly to fans of the site. Otherwise, all other posts are simply listed to the timeline page. Thus they require a fan to actively browse the site to find new information. This is why almost all of our posts use the ASGS Banner. Otherwise, the FB site is like a tree falling in the forest and waiting for someone to be there to hear it.

I believe the Facebook site has been a positive force for the ASGS. It has helped to inform a much larger audience of important events such as Sectional Meetings and the benefits of being a member. It has directly recruited several new members to the ASGS and has come at little to no financial costs to the Society. To be even more effective we need the ASGS web site to get back up to speed and we need the help of Sections to send photos of their meetings to me. The feedback on these types of posting is extremely

positive and can go along way towards making our Sections more active and financially more stable by promoting meetings to a larger audience without costs.

The other under utilized asset is to aid our sponsors and giving them extra value towards their sponsorship. For instance, we have done some of these activities on behalf of Wale Apparatus posting news items and a promo that provided a paid membership (sponsored by the Northeast Section) in a drawing of fans who mentioned the ASGS in any purchase over \$25. There have also been a number of positive posts for: **Carlisle Machine, GM Associates, Blue Flame Technologies, ChemGlass, North Jersey Diamond, Wilt Industries etc.**

Finally, I believe that informing our followers on products and supporting our sponsors is a win/win situation and I urge all of our sponsors to feel free to contact me and I will work with them to put their information out in a positive manner.

-Mike Souza