**Linguistic Society of New Zealand: Social Media Report**

The Linguistic Society of New Zealand (‘the Society’) is currently active on one social media platform:  X, formerly known as Twitter. The purpose of the platform is to increase the awareness of linguistics research and news, primarily sharing updates from the Society, recent publications on Te Reo, and online articles from the now retired Language Matters column on Stuff.

We currently have 473 followers as of November 2023. The number of followers has remained stable in the last year. However, the number of public members engaging on X has steadily decreased since the change of ownership at the end of 2022. This saw a mass migration of users (who are largely academic researchers and other language-oriented organisations) to other social media platforms such as Bluesky or Mastodon.

This shift in behaviour suggests the Society should consider establishing alternative social media accounts on similar microblogging platforms such as Bluesky or Mastodon in reaction to this change in social media use. We should also consider limiting our presence on X and migrate our membership to these alternative social media platforms to maintain our pre-existing connections. This is also an opportunity for the Society to consider how we broaden our engagement with the public in terms of linguistics education and research.

Increasing public awareness of linguistics and language research in Aotearoa New Zealand is a way to ensure we can highlight the value and relevance of our researchers and communities. This is especially important considering the real risks faced by our members in the current academic and research funding landscape. We should consider exploring other social media platforms such as TikTok, Instagram, or Facebook to diversify our audience who may not otherwise have an opportunity to engage with linguistics and language research.

We can increase our social media presence by engaging with current members and affiliated organisations to actively use our platforms to share news, updates, and articles. This follows the success of Society branded graphic tiles in 2022 used to acknowledge public holidays and language related events such as the Pacific Language Weeks which were extremely popular with our followers. However, increasing and diversifying our social media and digital presence does not come without risk to the Society; therefore, we will need to develop a communications and social media policy consistent with the values of the Society. We can subscribe to commercial crossposting software to minimise the increased workload in managing content and engagement across different social media platforms.

This work does not come without cost and will require commitment from both the Executive Committee of the Society and our members in order to ensure the relevance, longevity, and sustainability of linguistic research in Aotearoa New Zealand.

Recommendations:

* Develop a scope of work and budget.
* Create a communications and social media policy.
* Create a social media strategy based on the feedback of the members and affiliated institutions on the type of media content and engagement.
* Establish a digital presence on alternative social media platforms.
* Continue to maintain the Society’s digital and social media presence.

Sidney Wong
LSNZ Social Media Officer