

SSA Digital Media Working Group Report September 2015

Frank Whiteley, 970-330-2050

Frank.whiteley@coloradosoaring.org

Twitter

Mark Coleman reports that SSA currently has 1576 followers on Twitter. He says the US soaring community and clubs are much less active than Europe, Australia, Canada, and South America. Solar Impulse 2 had a huge Twitter presence during the first legs of their around the world flight attempt. Mark says this was good for the SSA as they retweeted some of our tweets.

Facebook

SSA Facebook currently has 3443 Likes. It functions both as a venue for important SSA announcements and as an aggregation point for posts from clubs and chapters, commercial operators, and other soaring organizations, both foreign and domestic. SSA page editors add content from competitions and events. Currently the lead item is the upcoming SSA convention. This contest season, Chuck Lohre contributed daily videos from the Sports Class Nationals, introducing followers to a number of pilots and contest workers in addition to flying videos. We had reports from the WGC in Lithuania, though these were also reported elsewhere, so had to be shared back to the SSA Facebook page. The SSA's Let's Go Gliding Facebook page continues to grow slowly with 394 Likes. As the theme is different, many of the shared items tend towards showing the variety of persons involved in soaring, or just getting involved in soaring. Several posts are shared on both pages.

YouTube

SSA YouTube channel may be running a bit behind in sharing some of the latest available content. Will follow-up. Past years have had some good annual reprise videos.