



# scottish place-name society COMANN ANMEAN-ÀITE NA H-ALBA

## 2023-4 SOCIAL MEDIA REPORT

Since the last AGM, the running of the SPNS social media accounts has mainly focused on maintaining a Twitter/X presence by publicising conferences and other relevant events. Our following has remained consistent; the Twitter account (@scotplacenames) has 477 followers and the Instagram account (@scotplacenames) has seen a small growth with 307 followers (up from 295 last year). We have intermittently live-tweeted from conferences and the plan is to post updates during the upcoming conference in Montrose in May. It may be worth considering announcing the publication of the latest Newsletter (with a limited preview?) to potentially attract new members on our social media channels.

Following our committee meeting on 06/12/23, Alasdair Whyte reported that he had been made aware of some videos produced by Ben Thomas featuring the research of the late John MacFarlane. Alasdair is now in contact with Ben, and John's widow, Val, to discuss sharing them via the SPNS.

To facilitate the dissemination of this and other work, I have created a Youtube account for the society which can be accessed here: [www.youtube.com/@Scotplacenames](http://www.youtube.com/@Scotplacenames). Once the material is ready, it will be uploaded to the channel and Simeon has agreed to link it to the SPNS website. In light of this, it would be worth thinking about adding additional place-name resources to the channel in the future. Although the short video created by Simon Taylor, Alasdair Whyte & Sofia Evemalm-Graham on Brittonic place-names a couple of years ago is hosted by a University of Glasgow Youtube account, we may want to consider hosting this type of material ourselves in the future. We could also post clips from conferences and other society events.

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Sofia Evemalm-Graham (SPNS Outreach Officer) 22 April 2024