

## Facebook

Dear General Members' Assembly,

Over the past decade Facebook has played a major role in the promotion of SPiN and its activities. Especially the boards from years before the COVID pandemic reported Facebook to be their main point of focus for promoting activities. However, the use of Facebook by SPiN's members has notably decreased after the pandemic, prompting the need for a thorough examination on its effectiveness for promotion.

As can be retrieved from the Biannual Survey Report 2023-2024, it has come to the attention of the board that the efficacy and popularity of Facebook as a means of communication have markedly declined in recent years. Four years ago, a substantial 90% of respondents reported obtaining information about SPiN via Facebook. However, two years ago, this percentage had dwindled to a mere 23,26%, with 12,95% of respondents indicating that Facebook was their preferred mode of communication. This trend continued this year, with a mere 3,64% of respondents reporting that they had been informed about SPiN via Facebook. The preference for Facebook as a mode of communication stayed roughly the same at 11,94%.

Despite the XV<sup>th</sup> boards' best efforts to create an invite list on Facebook, the XV<sup>th</sup> board noted few to no interactions on the platform after inviting their active members via Facebook. This trend is also evident in the biannual survey data collected this year. Despite the XVI<sup>th</sup> board's attempts to engage members via Facebook events and inviting new active members to the platform, only 3% of respondents reported obtaining information about SPiN via the platform, and 0% of respondents expressed a preference for Facebook. This suggests that Facebook is no longer a widely used platform for obtaining general information about SPiN and her activities amongst members. Therefore, the XVI<sup>th</sup> board proposes to suspend the use of Facebook for promotional purposes. A vote on this proposal will take place during the GMA.

The XVI<sup>th</sup> board hopes to have properly informed you about the promotional use of Facebook. In case there are further questions, the XVI<sup>th</sup> board will gladly receive them at the General Members' Assembly. Questions may also be sent to [secretary@spin-nijmegen.com](mailto:secretary@spin-nijmegen.com) before the 12<sup>th</sup> of March 2024 11:59 PM, these will then be addressed at the GMA.

Yours faithfully,

The XVI<sup>th</sup> board of Study association Psychology in Nijmegen