

Social Media Engagement

Organization	X (formally Twitter)		Intagram	
	Followers	Post frequency	Followers	Post frequency
AMMI Canada	920	2-3/week	122	not active
CACMID	350	not active	no	not active

CPS	14.7K	2-3/week	no	not active
CTS	1253	2-3/week	no	not active
CAHR	1556	2-3/day	no	not active
IPAC	no	not active	no	not active
CAIRE	no	not active	no	not active
PASCV	no	not active	no	not active

IDSA	73.1K	1-2/day	1989	every 2 days
ASM	87.7K	2-3/day	59.6K	3-4/week
PHAC	64.2K	not active	no	not active

Email Distribution Report

(Sept 26-Nov 8, 2023, 32 working days)

	number sent
Conference	5
Working groups (Tropical Meds, Phage, etc.)	7
New job posting:	3
AMMI Communications (announcements, association)	12
Surveys	6
External (meetings, courses, webinars)	6
Government agencies	1

Total number of emails sent	40
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Facebook	
Followers	Post frequency
193	sporadic
no	not active

8.1K	not active
no	not active
1.3K	1-2/week
no	not active
no	not active
700	2-3/month

62K	1/day
392K	2-3/day
70K	2-3/week