Membership

Soils Communications Team Completes Plan, Updates of Website Under Way
by Susan Fisk

Although the International Year of Soils was over in late 2015, SSSA continues to be a leader in presenting information to the general public via its website, blog, and YouTube videos. And, in early 2017, members of the S522 Communications Committee met to make sure that these media, and more, will continue to present science-based information to the public.

Discover Soils is the main webpage for public traffic (www.soils.org/discover-soils). In 2016, the pages within Discover Soils had 200,000 views. The initial content, created in 2013, is continuously being updated by the S522 team and members of SSSA who volunteered to work with them. A major effort, led by SSSA staff, was to incorporate the look of I Heart Soil with the Discover Soils page. The new, updated look was launched during the summer of 2017. Initial statistics indicate views will continue to rise!

Each week, a new website story is uploaded based on research from the journals or presented at the Annual Meeting. Under the drop-down menu of Discover Soils (hover over the words Discover Soils, and you will see a menu that drops down), readers can find information about various topics like Soil Basics and Soils in the City. Sections on Green Roofs and Community Gardens have been recently updated, and more information will be loaded about soil contaminants and other topics in the near future.

Another goal for the S522 team was to direct traffic from the website to the Soils Matter blog (https://soilmatter.wordpress.com) and SSSA’s YouTube channel (www.youtube.com/channel/UCcEbCxaahphQg7Cm-W849Rw/ feed). The blog was read more than 250,000 times in 2016, and the SSSA YouTube channel has had more than 100,000 views! You’ll see buttons to those as well as profiles of soil scientists and the I Heart Soil store on the lower half of the main Discover Soils page.

Visit and Share on Social Media

Our goal is to continue to reach the general public with relatable information about soil science and how it applies to their daily life. We invite you to view the website, the blog, and our YouTube channel, and of course, share this information widely. Follow SSSA on Facebook or Twitter—it’s easy to share our social media posts with all your friends and family, who then might share it with more people! In addition to social media, we also send out weekly news releases about our news, blogs, and videos.

Our many thanks to the members of S522 for their continued work and dedication:

Nick Comerford, Chairperson
Aaron DeJoia
Mary Stromberger
Mary Tiedeman
Richard Dick, ex officio
Bill Pan, ex officio
David Myrold, ex officio
Susan Fisk, staff
Martha Pings, staff

If you would like to work on the blog or the website, please contact me at sfisk@sciencesocieties.org.

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