



**Australian Society of Plant Scientists**

## **Website & Communications Sub-Committee (WCSC)**

- WSC was established after 2014 AGM to disseminate information related to ASPS and plant biology among the Society members and the general public.
- ASPS Website and database
- The “Member” database is being continually improved (Janet)
- Details of 2014-2015 Executive Committee members and Discipline Representatives pages were updated last year
- Googledocs have been set up to ease information flow among Executive Committee Members and Discipline Representatives
- Peter Goldacre Awards page is being updated with project specific information provided by awardees
- Consolidation of awards guidelines may be required



**Australian Society of Plant Scientists**

## **Website & Communications Sub-Committee (WCSC)**

### Outreach activities

- Plants in Action pages look and content have been improved and new chapters added
- Phytogen has turned into our “blog”
- We have increased our presence in social media
- Fascination of Plants Day presents a very good global outreach opportunity
- Members are welcome to submit their photos to be uploaded to our top slider



Australian Society of Plant Scientists

ASPS.ORG.AU



[www.asps.org.au](http://www.asps.org.au)

• Information flow

CC Lib Landesk People TreeDB HRPPC M M C Y

Plants In Action | Functional Plant Biology | Phylogen | Plant Describes

AUSTRALIAN SOCIETY OF PLANT SCIENTISTS

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Latest news

- > ASPS AGM Wednesday night (tomorrow)
- > 2015 Annual General Meeting announcement and further employment opportunities

Upcoming Events

- > ComBio 2015 27 Sep 15
- > Transcriptomics workshop as a satellite to ComBio 2015

The Australian Society of Plant Scientists (ASPS) is an incorporated society that promotes Plant Science in Australia, and provides professional contact within our community of teachers and researchers in the plant sciences. JG Wood was the Foundation President of our Society and with RN Robertson, brought our Society to fruition. The Australian Society of Plant Scientists was founded on 19 August 1958 during an inaugural meeting at the University of Adelaide, at a time when physiological aspects of plant biology were beginning to grow rapidly within Australia. That early enthusiasm and a prevailing commitment to greater understanding of plant function remains undiminished. The full constitution of the society is available [here](#).

The Society can be broadly described as:

- A group of individuals who are deeply interested in how plants function.
- Providing a forum for sharing of knowledge so that the membership can build both the depth and breadth of knowledge of plant functions.
- Providing mutual support and collective mentorship.
- Recognising and rewarding excellence at all levels of scientific career development without fear or favour.
- Nurturing the next generation of plant scientists.
- Working on behalf of members to enhance their ability to do research and to educate others in plant sciences.
- Supporting a journal, Functional Plant Biology, that reflects the broad interests of the members

Tweets

ASPS @asps\_ozplants 15h  
#combio2015 Rowland - Authentic science inquiry requires that students produce authentic scientific new knowledge and communication  
Expand


ASPS @asps\_ozplants 15h  
#combio2015 Rowland meeting - AUSTIN, TX  
Tweet to @asps\_ozplants

Recent Phylogen Posts

2015 Annual General Meeting


# ASPS.ORG.AU

- Send us your photo!

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### Hakea photosyntheticis

Exploring *Hakea prostrata* photosynthetic rates at Shenton Park field station, Western Australia, 2015. Albina Ilyasova.

Search

Latest news


- > [2015 Annual General Meeting announcement and further employment opportunities](#)
- > [About The Australian Society of Plant Scientists](#)

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Tweets

 ASPS @asps\_ozplants 17 Sep

Are you @asps\_ozplants member going to #2015ComBio? Get ready to voice your opinion at the 2015 Annual General... [fb.me/7rwCMiyUP](#)

Expand

 ASPS @asps\_ozplants 17 Sep

New jobs in plant science posted at @asps\_ozplants [asps.org.au/jobs](#)

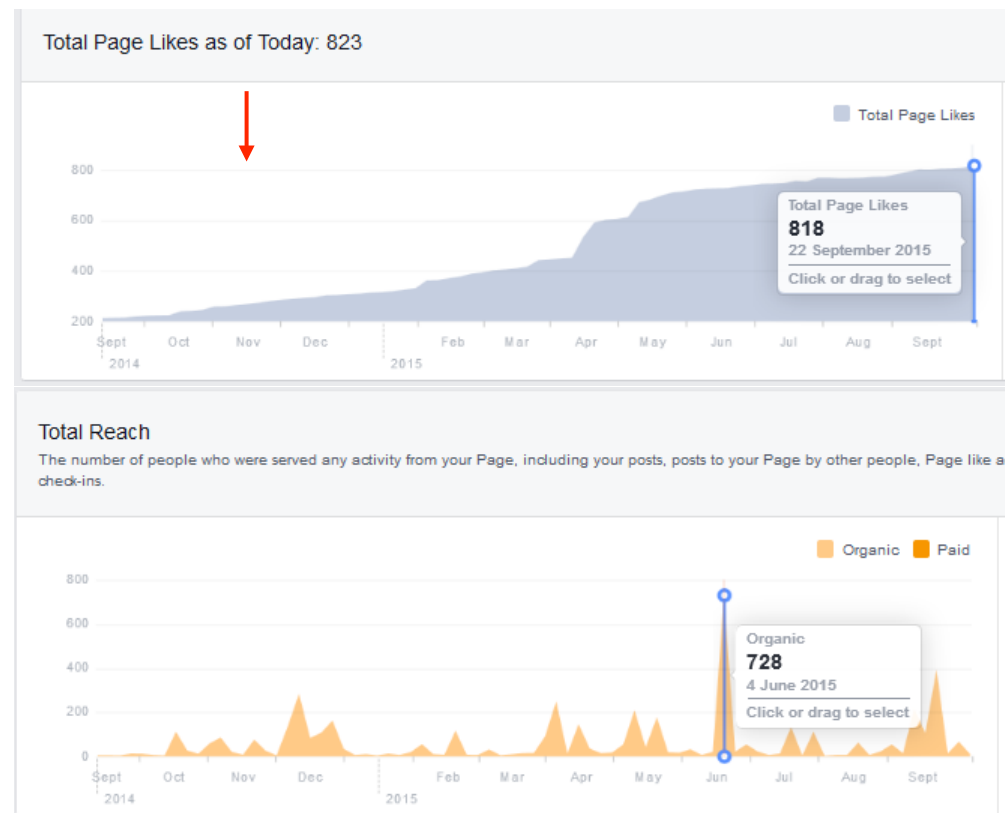
Tweet to @asps\_ozplants



Australian Society of Plant Scientists

# Increased presence in Facebook

- As of Sep 2015
- 830 likes
- 728 reach maximum












## Australian Society of Plant Scientists

# Increased presence in Facebook

- Top posts viewed by more than 1k people

| All Posts Published  |  |      |           |       |            |            |
|--|--|------|-----------|-------|------------|------------|
| 29 June 2015 to 26 September 2015                              |  |      |           |       |            |            |
| Impressions: Organic/Paid Post Clicks Likes, Comments & Shares |  |      |           |       |            |            |
| Published  | Post   | Type | Targeting | Reach | Engagement | Promote    |
| 18/08/2015<br>08:09  |  The 2nd edition of Biochemistry & Molecular Biology of Plants is now available! <a href="http://au.wiley.com/Wi">http://au.wiley.com/Wi</a>                                |      |           | 1.2K  | 74<br>69   | Boost Post |
| 08/09/2015<br>08:51  |  World unites to crack the cereals yield ceiling <a href="http://grdc.com.au/Media-Centre/Ground-Cover/Ground-C">http://grdc.com.au/Media-Centre/Ground-Cover/Ground-C</a>  |      |           | 982   | 33<br>13   | Boost Post |
| 09/09/2015<br>16:27  |  Exciting opportunities for PhD or Postdoc in Plant Physiology w/ Nano biotechnology approach at River  |      |           | 335   | 29<br>9    | Boost Post |
| 26/08/2015<br>13:09  |  Nominations are open for Discipline reps or President-elect for @asps_ozplants - contact John Evans or   |      |           | 294   | 22<br>4    | Boost Post |
| 06/08/2015<br>11:49  |  PhD and Honours students opportunities at @leaf2field CoE Translational Photosynthesis <a href="http://www.as">http://www.as</a>   |      |           | 213   | 21<br>3    | Boost Post |
| 06/08/2015<br>15:23  |  Remarkable Women in Science @csiro <a href="http://www.csiro.au/en/Events/2015/August/5/Remarkable-Wome">http://www.csiro.au/en/Events/2015/August/5/Remarkable-Wome</a> |      |           | 300   | 20<br>7    | Boost Post |
| 17/09/2015<br>09:10  |  New jobs in plant science posted at @asps_ozplants <a href="http://www.asps_ozplants">http://www.asps_ozplants</a>   |      |           | 130   | 19<br>1    | Boost Post |



**Australian Society of Plant Scientists**

## Increased presence in Twitter

- One new follower every day!



- Example: #combio2015 @asps\_ozplants AGM well attended. Thanks to all!