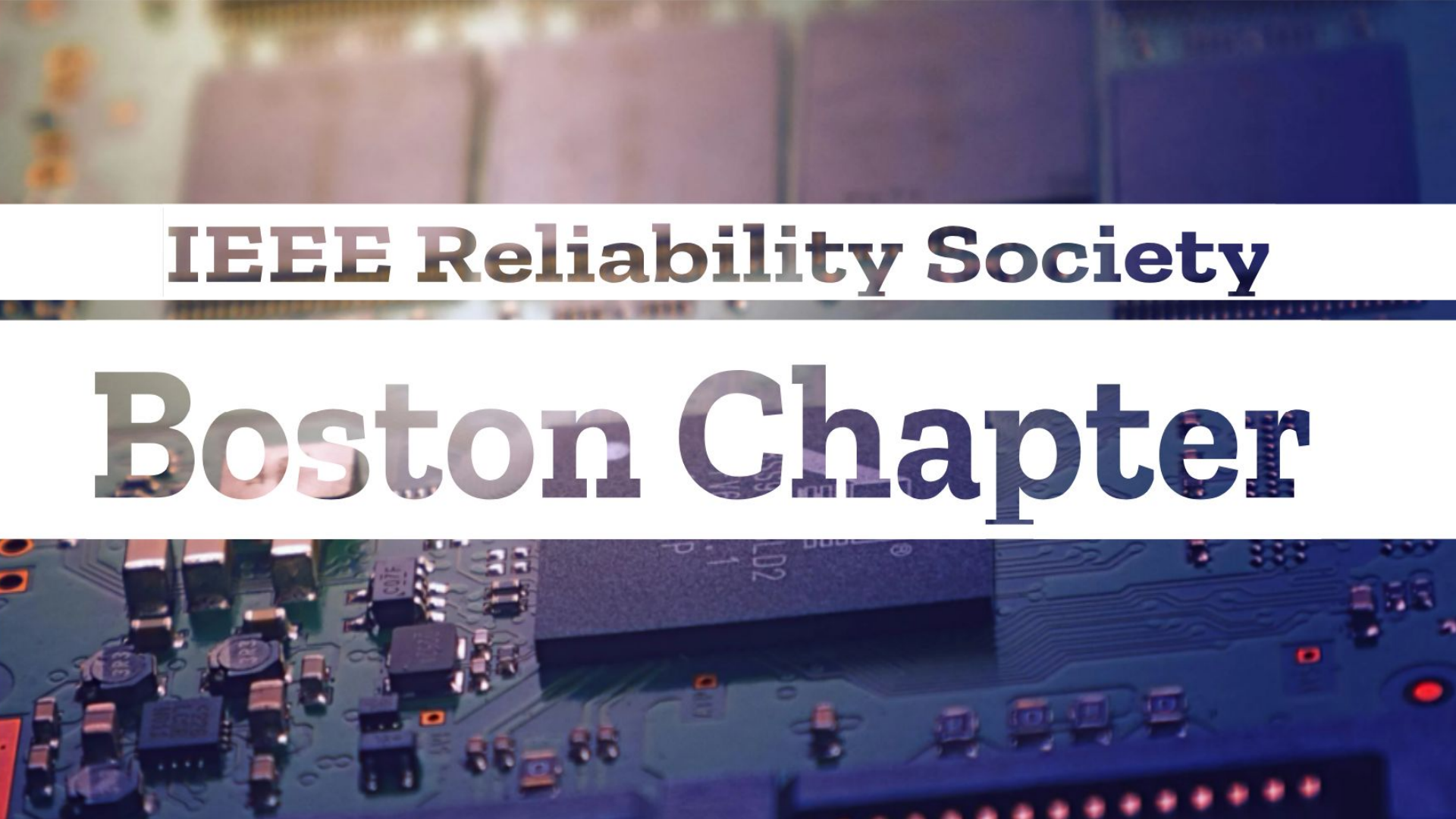
IEEE Reliability Society
Boston Chapter

A Social Media Proposal

Justin Chung

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01

Introduction

What is the Reliability Society?

- A technical community within IEEE, the leading global organization for advancing technology.
- Focused on ensuring reliability in engineering across hardware, software, and human factors. “Go-to” group for specialty engineering
- Resources:
  - Publications
  - Training programs
  - Conferences
  - Access to technical data via IEEE Xplore

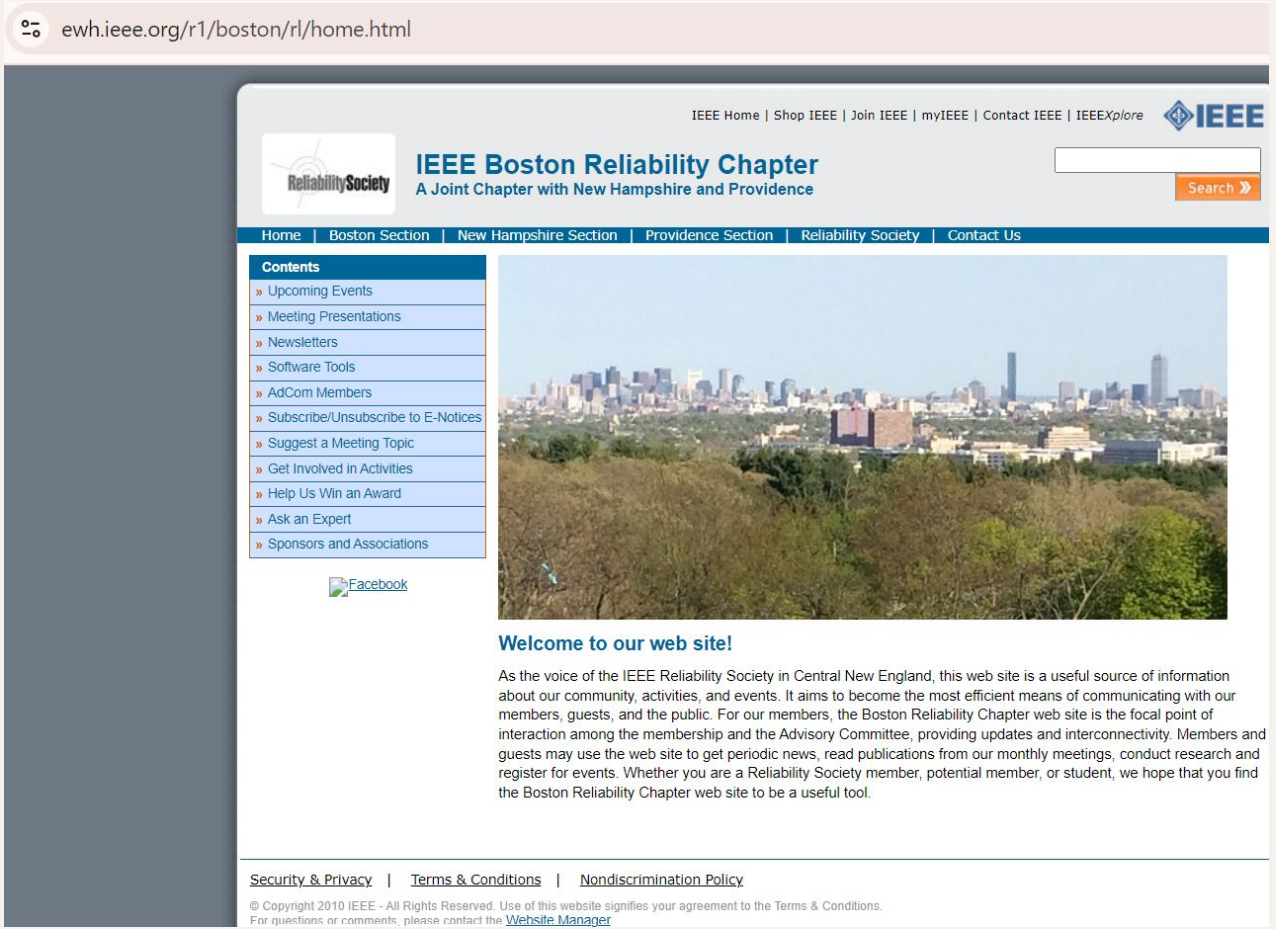
Why Social Media?

The Boston Chapter for IEEE RS is in need of social media marketing for the following reasons:

- To engage a broader audience for the Boston/NE Chapter
- To amplify recruitment efforts through targeted and interactive content strategies
- To promote or provide educational resources for further advancement in reliability/industry knowledge

What We Have So Far…

Homepage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IEEE
ReliabilitySociety
IEEE Boston Reliability Chapter
A Joint Chapter with New Hampshire and Providence
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» Meeting Presentations
» Newsletters
» Software Tools
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» Subscribe/Unsubscribe to E-Notices
» Suggest a Meeting Topic
» Get Involved in Activities
» Help Us Win an Award
» Ask an Expert
» Sponsors and Associations
Facebook
Welcome to our web site!
As the voice of the IEEE Reliability Society in Central New England, this web site is a useful source of information about our community, activities, and events. It aims to become the most efficient means of communicating with our members, guests, and the public. For our members, the Boston Reliability Chapter web site is the focal point of interaction among the membership and the Advisory Committee, providing updates and interconnectivity. Members and guests may use the web site to get periodic news, read publications from our monthly meetings, conduct research and register for events. Whether you are a Reliability Society member, potential member, or student, we hope that you find the Boston Reliability Chapter web site to be a useful tool.
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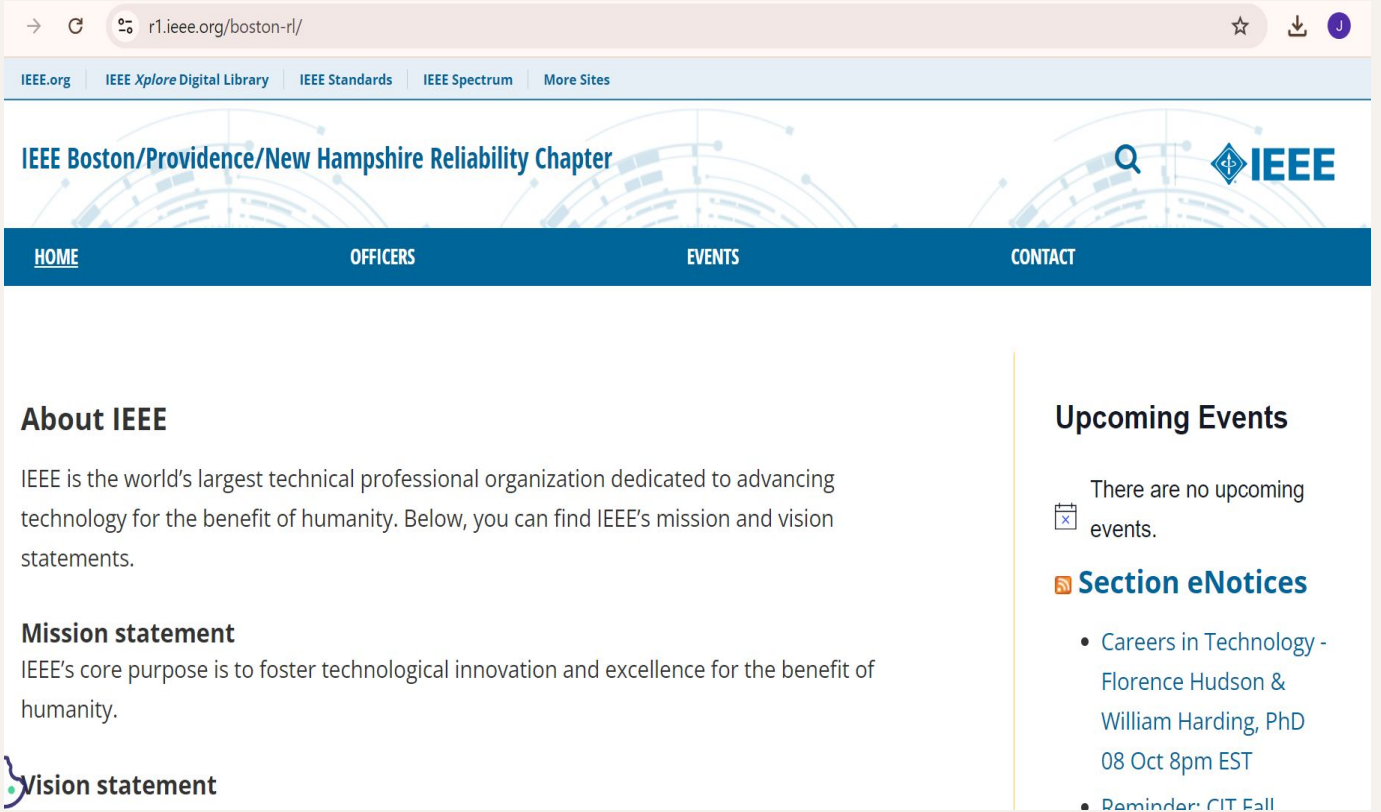
For questions or comments, please contact the Website Manager

New Website


r1.ieee.org/boston-rl/
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IEEE Xplore Digital Library
IEEE Standards
IEEE Spectrum
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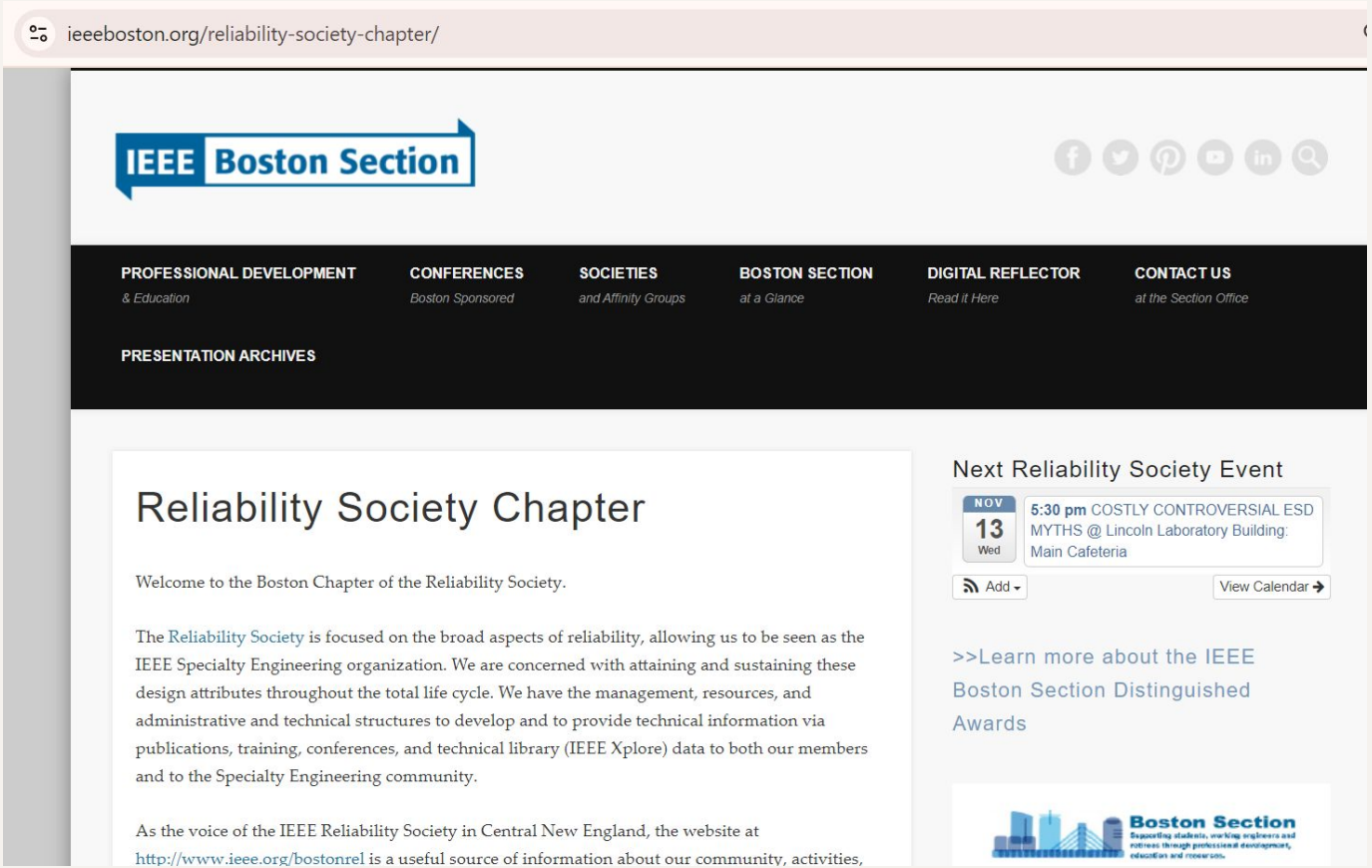
Mission statement
IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity.
Vision statement
Upcoming Events
There are no upcoming events.
Section eNotices
Careers in Technology - Florence Hudson & William Harding, PhD
08 Oct 8pm EST

Wordpress


ieeeboston.org/reliability-society-chapter/
IEEE Boston Section
PROFESSIONAL DEVELOPMENT
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CONFERENCES
Boston Sponsored
SOCIETIES
and Affinity Groups
BOSTON SECTION
at a Glance
DIGITAL REFLECTOR
Read it Here
CONTACT US
at the Section Office
PRESENTATION ARCHIVES
Reliability Society Chapter
Welcome to the Boston Chapter of the Reliability Society.
The Reliability Society is focused on the broad aspects of reliability, allowing us to be seen as the IEEE Specialty Engineering organization. We are concerned with attaining and sustaining these design attributes throughout the total life cycle. We have the management, resources, and administrative and technical structures to develop and to provide technical information via publications, training, conferences, and technical library (IEEE Xplore) data to both our members and to the Specialty Engineering community.
As the voice of the IEEE Reliability Society in Central New England, the website at http://www.ieee.org/bostonrel is a useful source of information about our community, activities,
Next Reliability Society Event
NOV
13
Wed
5:30 pm COSTLY CONTROVERSIAL ESD MYTHS @ Lincoln Laboratory Building: Main Cafeteria
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November 11, 2015 ·
Join us on Wednesday, November 18 at the next meeting of the Northeast Chapter of the ESD Association held jointly with IEEE Reliability Chapter and learn about "ESD Risks Created by 2014 Changes to ANSI/ESD S20.20" by Ted Dangelmayer, Dangelmayer Associates, 6:00 PM, Wednesday, November 18, 2015 at M/A-COM Technologies, 121 Hale Street, Lowell, MA 01851
This event is for anyone involved in the handling and manufacturing of electronic devices and circuits. Registration is req... See more
EWH.IEEE.ORG
IEEE Boston Reliability Chapter
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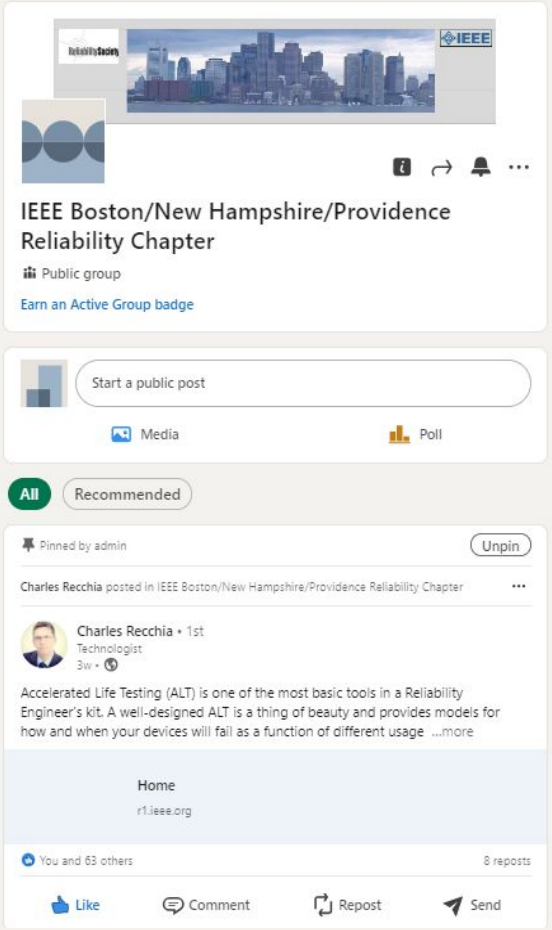
IEEE Boston/New Hampshire/Providence Reliability Chapter
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Recommended
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Unpin
Charles Recchia posted in IEEE Boston/New Hampshire/Providence Reliability Chapter
Charles Recchia • 1st
Technologist
3w •
Accelerated Life Testing (ALT) is one of the most basic tools in a Reliability Engineer's kit. A well-designed ALT is a thing of beauty and provides models for how and when your devices will fail as a function of different usage ...more
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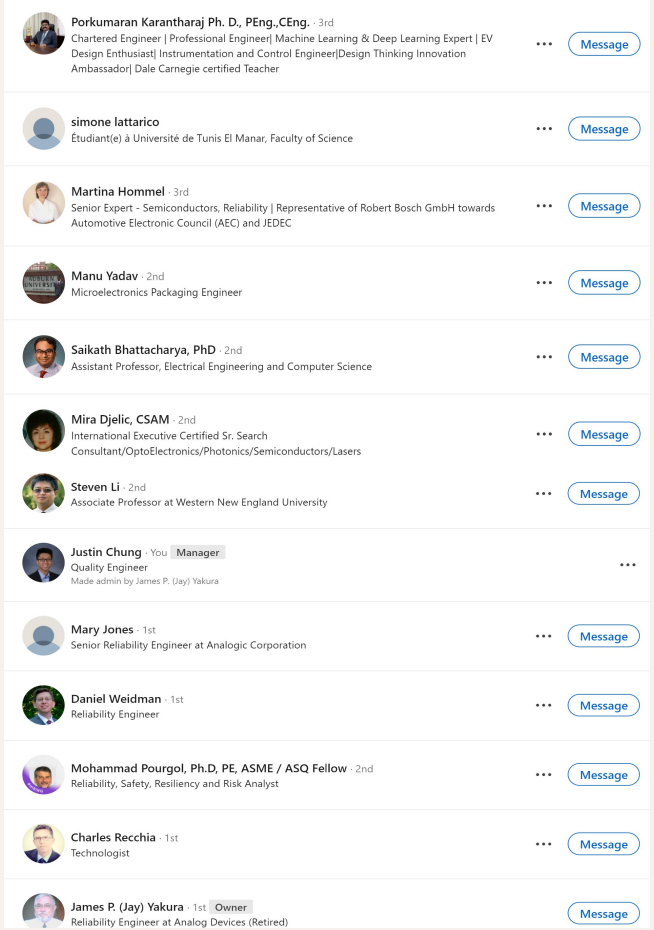
Porkumaran Karantharaj Ph. D., PEng.,CEng. · 3rd
Chartered Engineer | Professional Engineer| Machine Learning & Deep Learning Expert | EV Design Enthusiast| Instrumentation and Control Engineer|Design Thinking Innovation Ambassador| Dale Carnegie certified Teacher
Message
simone lattarico
Étudiant(e) à Université de Tunis El Manar, Faculty of Science
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Martina Hommel · 3rd
Senior Expert - Semiconductors, Reliability | Representative of Robert Bosch GmbH towards Automotive Electronic Council (AEC) and JEDEC
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Microelectronics Packaging Engineer
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Assistant Professor, Electrical Engineering and Computer Science
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Mira Djelic, CSAM · 2nd
International Executive Certified Sr. Search Consultant/OptoElectronics/Photonics/Semiconductors/Lasers
Message
Steven Li · 2nd
Associate Professor at Western New England University
Message
Justin Chung · You Manager
Quality Engineer
Made admin by James P. (Jay) Yakura
Mary Jones · 1st
Senior Reliability Engineer at Analogic Corporation
Message
Daniel Weidman · 1st
Reliability Engineer
Message
Mohammad Pourgol, Ph.D, PE, ASME / ASQ Fellow · 2nd
Reliability, Safety, Resiliency and Risk Analyst
Message
Charles Recchia · 1st
Technologist
Message
James P. (Jay) Yakura · 1st Owner
Reliability Engineer at Analog Devices (Retired)
Message

What's Next?

Understanding the theory behind social media marketing:

- **Develop a strategy** - Community-based? Discovery-focused? Private comm.?
- **Understand your audience** - User engagement? Cust. recommendations?
- **Content and channels** - Organic vs. paid social? Themes?
- **Organize campaigns** - Profiles? Marketing/buyer personas? S. Media Policy?
- **Publish an exact schedule** - Editorial calendar? Data metrics?
- **Define goals**

What's Next?

Understanding the theory behind social media marketing:

- **Develop a strategy** - Community-based? Discovery-focused? Private comm.?
  - Community-based: SNs allowing close interactions between friends/family by following them
    - Facebook / Twitter / LinkedIn / Instagram
  - Discovery-focused platforms: SNs allowing content for entertainment/learning rather than close networking
    - YouTube / Twitch / TikTok / Pinterest
  - Private communication: SNs allowing for personal messaging
    - WhatsApp / Snapchat / WeChat / Facebook Messenger

What's Next?

Understanding the theory behind social media marketing:

- **Understand your audience** - User engagement? Cust. recommendations?
  - User engagement:
    - Depending on SN type:
      - Stay updated with followed accounts via new posts, etc.
      - Discover relevant content in feed using algorithms, etc.
  - Consumer recommendations:
    - Consumers trust other consumers
    - Yelp / Tripadvisor / Angi / Yellow Pages / Foursquare / BBB / Trustpilot

What's Next?

Understanding the theory behind social media marketing:

- **Content and channels** - Organic vs. paid social? Themes?
  - Organic vs. paid social:
    - Organic: Free content that is introduced to more users over time
    - Paid: Sponsored content directly introduced to users at scale
      - Can target specific demographics, tailor ads, quick to perform
      - Increases visibility and reach specifically on boosted posts
  - Themes: Must be engaging, relevant, complementary to brand

What's Next?

Understanding the theory behind social media marketing:

- **Organize campaigns** - Profiles? Marketing/buyer personas? S. Media Policy?
  - Social profile: Gather feedback and build trust
  - Marketing/buyer personas: Target demographics by addressing their specific needs, choose effective content formats
  - Social media policy:
    - Guide collaboration
    - Outline general rules for all SN activities to maintain reputation
    - Align SN efforts with broader organization initiatives

What's Next?

Understanding the theory behind social media marketing:

- **Publish an exact schedule** - Editorial calendar? Data metrics?
  - Editorial calendar: Organize and plan/schedule social media for consistent engagement, cross-platform distribution, and to save time
  - Metrics: Must measure what matters to the organization
    - Marketing funnel metrics:
      - Awareness: impressions, likes
      - Interests: comments, shares
      - Desire: downloads
      - Action: purchases, advocacy

What's Next?

Understanding the theory behind social media marketing:

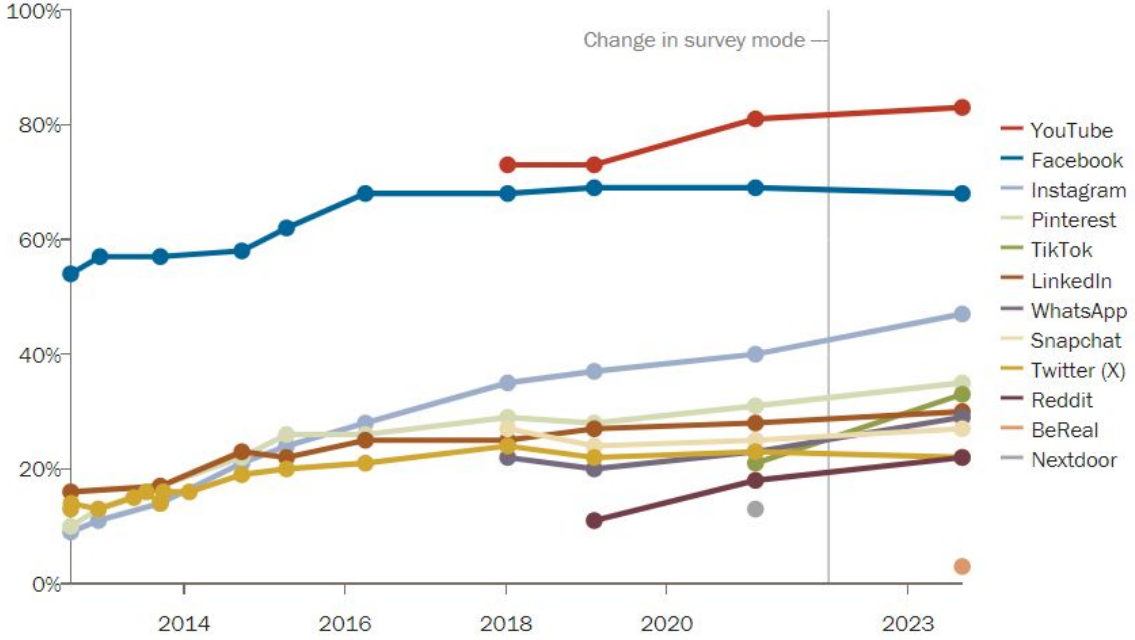
- **Define goals**
  - What we wish to achieve with SNs
  - How they will affect short-term / long-term strategy for the organization
  - Immediate priorities
  - Task delegation and implementation
  - Command structure
  - Benchmarks and KPIs
  - Scope and timeline

02

Precedent

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



Note: The vertical line indicates a change in mode. Polls from 2012-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. For more details on this shift, please read our Q&A. Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.
Source: Surveys of U.S. adults conducted 2012-2023.

PEW RESEARCH CENTER

https://www.pewresearch.org/internet/fact-sheet/social-media/

1+ Billion

MAUs (Monthly Active Users)

Ranked 15th most popular SN by user numbers

2 Billion

MAUs (Monthly Active Users)

Ranked 3rd most popular SN by user numbers

3+ Billion

MAUs (Monthly Active Users)

Ranked 1st most popular SN by user numbers

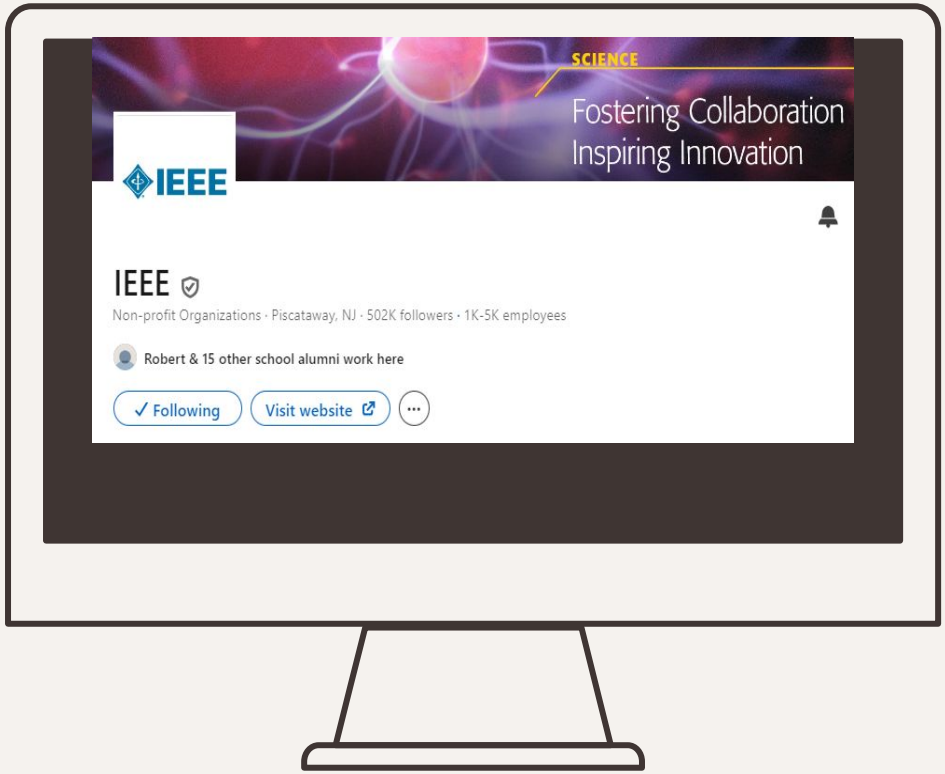
IEEE Membership change, by grade, during calendar year 2023

Membership Grade	Honorary Member	Fellow	Senior Member	Member	Associate Member	Graduate Student Member	Higher Grade Subtotal	Student Member	Total
Active Membership* as of 31 Dec 2023	37	7,995	56,107	219,842	5,672	57,550	347,203	113,506	460,709
Active Membership* as of 31 Dec 2022	38	7,911	53,427	216,120	4,956	51,457	333,909	93,871	427,780
Gain/-Loss	-1	84	2,680	3,722	716	6,093	13,294	19,635	32,929
% Change	-2.6%	1.1%	5.0%	1.7%	14.4%	11.8%	4.0%	20.9%	7.7%

Source: https://www.ieee.org/about/corporate/annual-report-of-the-secretary.html

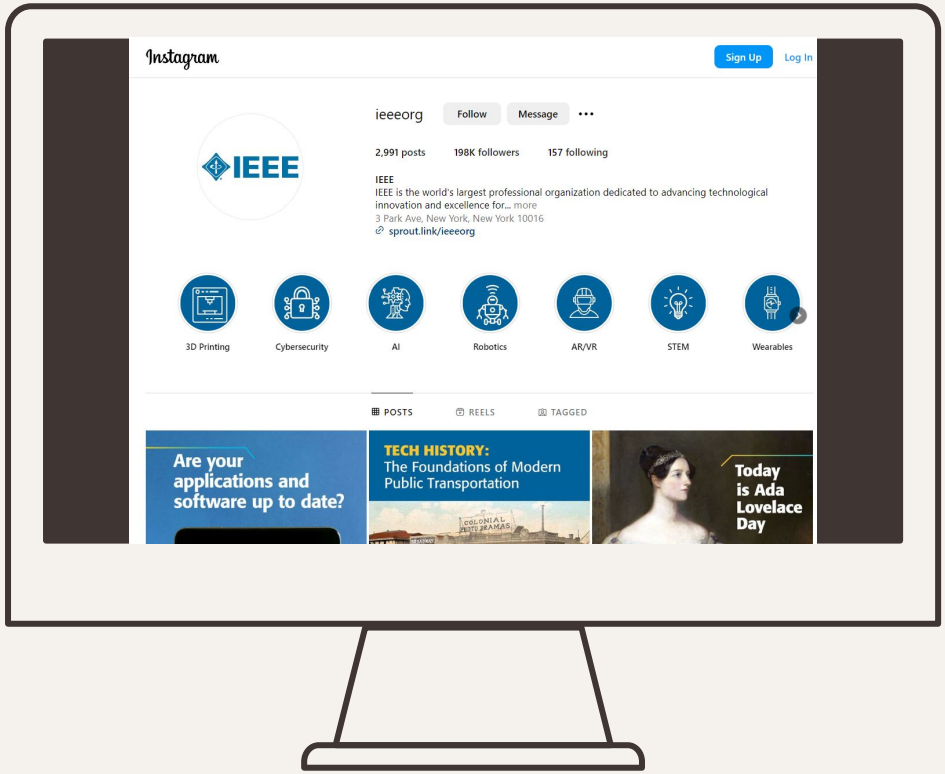
Current members: 11,528

LinkedIn - IEEE - 10/13/2024



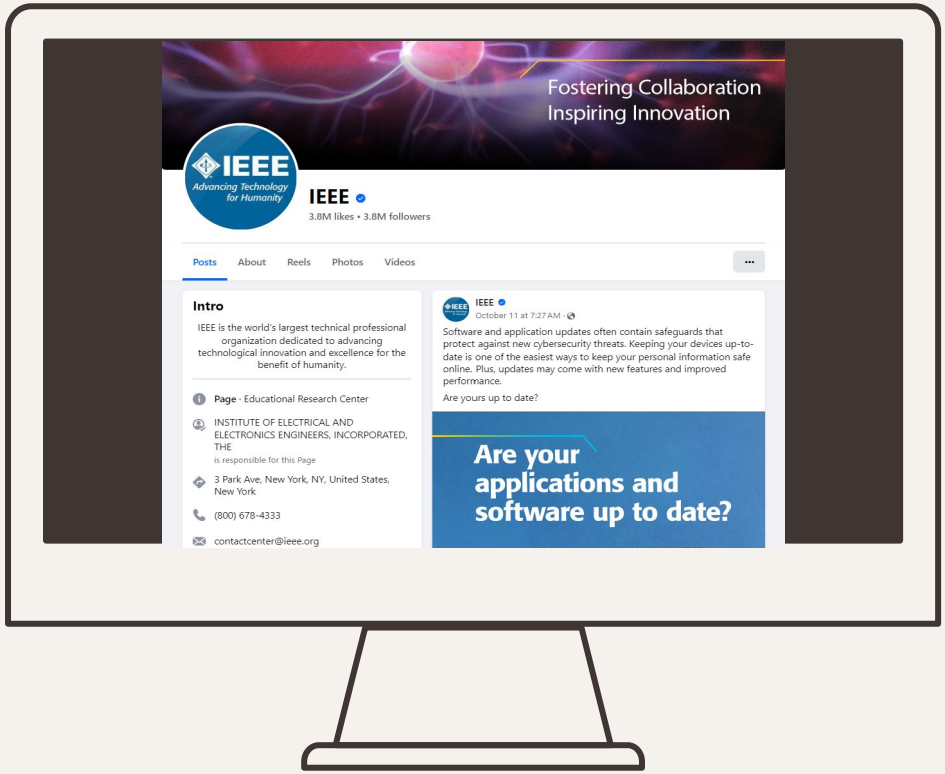
Current followers: 198K

Facebook - IEEE - 10/13/2024



Current followers: 3.8M

Facebook - IEEE - 10/13/2024

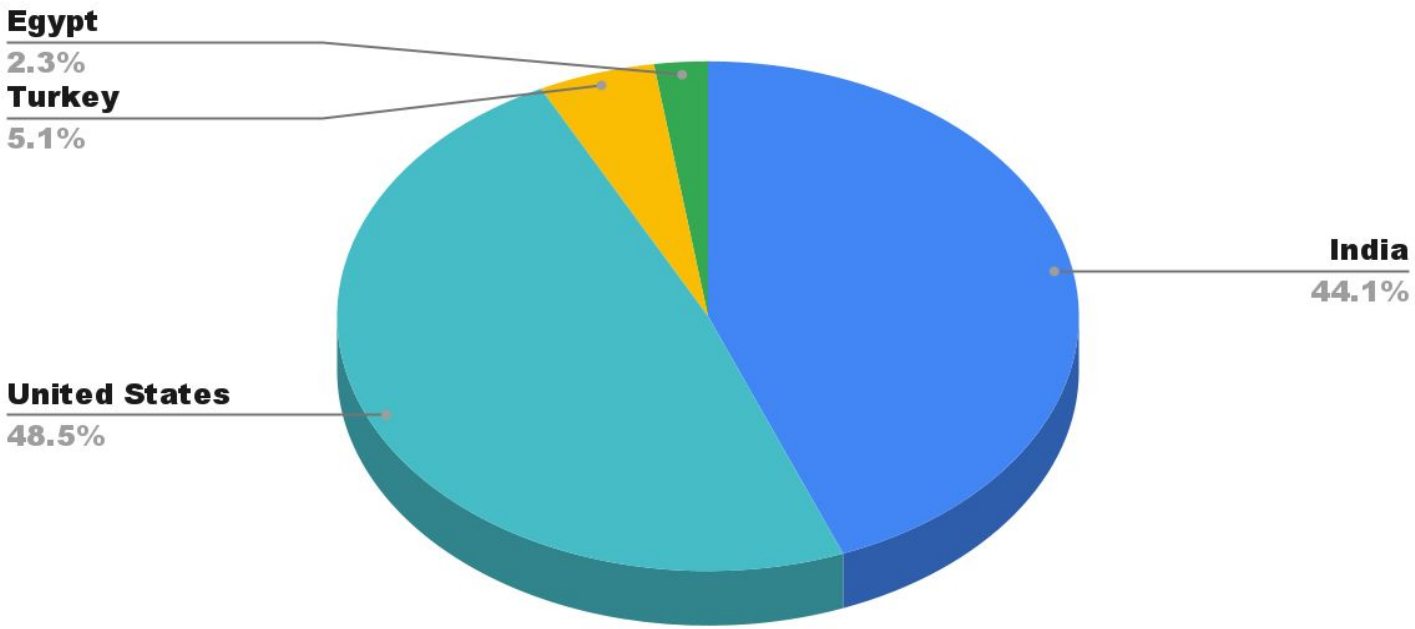


Statistics

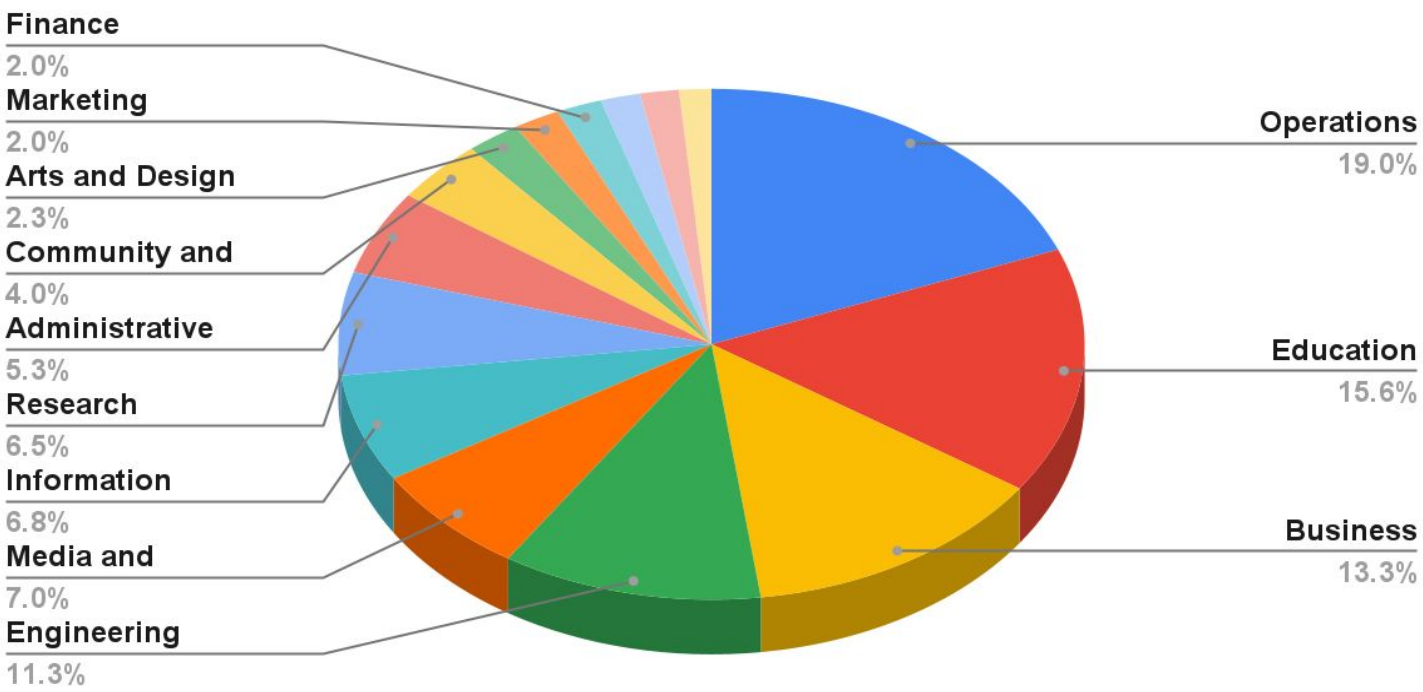
Active Membership* as of 31 Dec 2023	37	7,995	56,107	219,842	5,672	57,550	347,203	113,506	460,709

MAU	IEEE	%
1+ Billion	11,528	2.502
2 Billion	198K	42.977
3+ Billion	**3.8M**	**824.82**

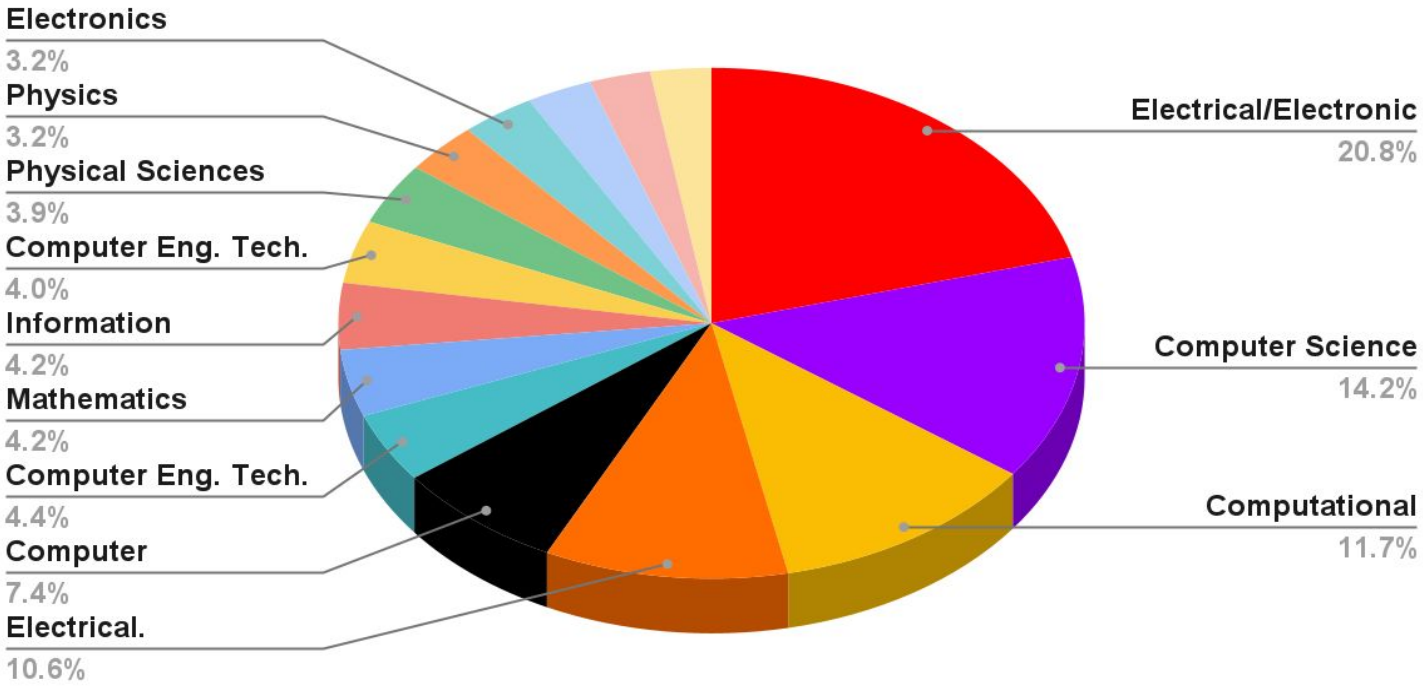
Member location - LinkedIn - IEEE

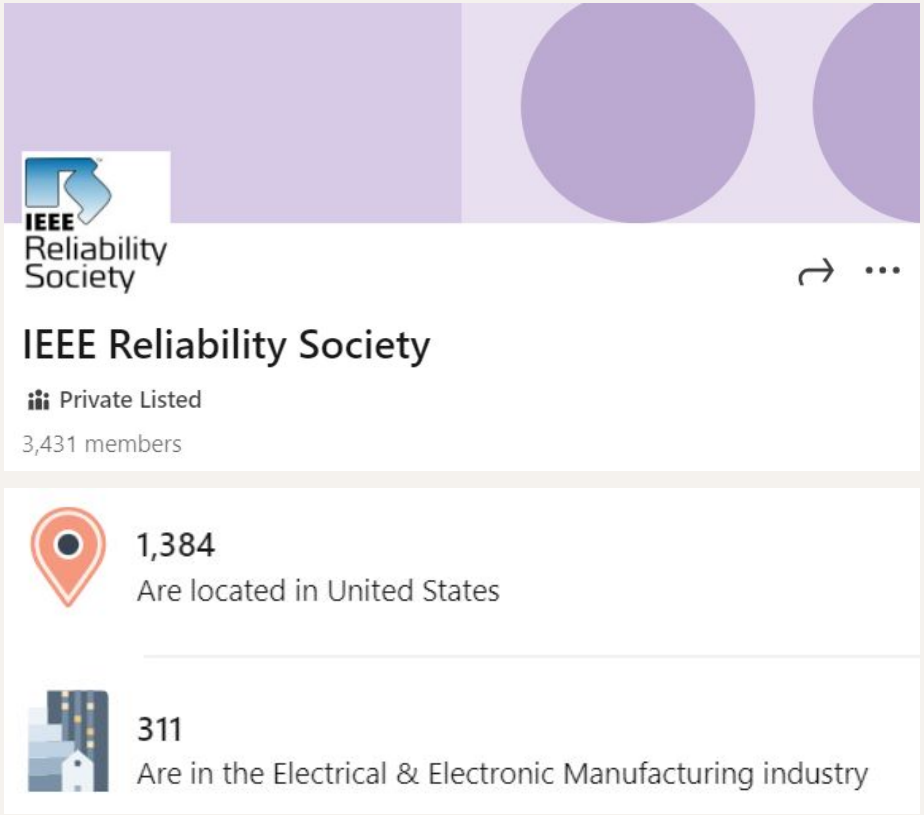


Member Occupation - LinkedIn - IEEE



Member degrees - LinkedIn - IEEE




IEEE
Reliability
Society
IEEE Reliability Society
Private Listed
3,431 members
1,384
Are located in United States
311
Are in the Electrical & Electronic Manufacturing industry

IEEE young professionals

IEEE Young Professionals

Non-profit Organization Management · 15K followers · 10K+ employees

+ Follow Message ···

Where they live

+ Add

27 | India

13 | United States

9 | Sri Lanka

8 | Canada

8 | Western Province, Sri Lanka

7 | Pakistan

6 | Ontario, Canada

5 | West Bengal, India

4 | Karnataka, India

What they studied

+ Add

29 | Electrical and Electronics Engineering

15 | Electrical, Electronics and Communications ...

13 | Computer Science

10 | Information Technology

10 | Computer Engineering

10 | Computational Science

9 | Computer Systems Networking and Teleco...

8 | Mathematics

8 | Electronics

7 | Computer and Information Sciences and Su...

What they do

51 | Operations

44 | Business Development

41 | Education

25 | Community and Social Services

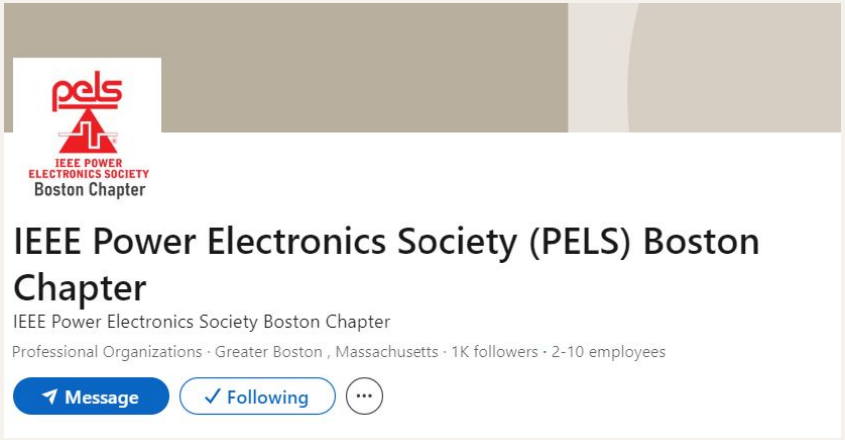
24 | Engineering

23 | Research

22 | Administrative

17 | Media and Communication

15 | Information Technology


pels
IEEE POWER ELECTRONICS SOCIETY
Boston Chapter
IEEE Power Electronics Society (PELS) Boston Chapter
IEEE Power Electronics Society Boston Chapter
Professional Organizations · Greater Boston , Massachusetts · 1K followers · 2-10 employees
Message
Following

IEEE PES
Power & Energy Society®
Boston Chapter
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Non-profit Organizations · 492 followers · 2-10 employees
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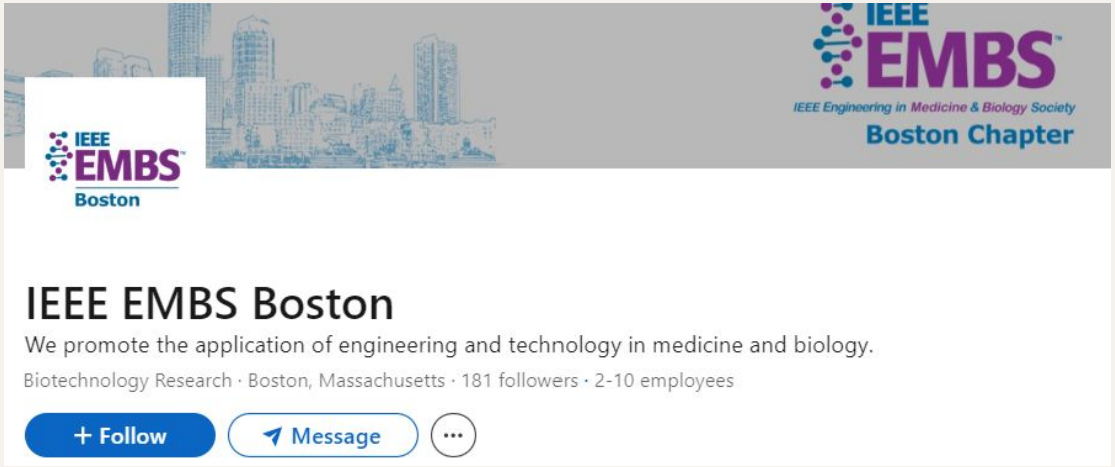
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Boston
IEEE EMBS
IEEE Engineering in Medicine & Biology Society
Boston Chapter
IEEE EMBS Boston
We promote the application of engineering and technology in medicine and biology.
Biotechnology Research · Boston, Massachusetts · 181 followers · 2-10 employees
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Message

IEEE Engineering Medicine and Biology Society

Biotechnology

17,703 followers

IEEE Communications Society

Non-profit Organization Management

28,954 followers

IEEE Young Professionals

Non-profit Organization Management

15,078 followers

IEEE Power & Energy Society

Industry Associations

92,072 followers

IEEE Robotics and Automation Society

Non-profit Organizations

13,604 followers

IEEE Standards Association | IEEE SA

Non-profit Organizations

16,185 followers

IEEEXtreme

Non-profit Organizations

6,089 followers

IEEE Computer Society

Research Services

52,624 followers

IEEE Spectrum

17K members

IEEE Spectrum is an award-winning international magazine on science and technology, read mainly by engineers, computer scientists, entrepreneurs, and others whose livelihoods involve technology. Our mission is to provide our...

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7K members

With over 9,000 members around the world, the **IEEE** Solid-State Circuits Society focuses on fabricated integrated circuit designs -- as opposed to simulated and analyzed circuits -- for all applications using relevant materials and...

IEEE Smart Grid

51K members

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IEEE Robotics and Automation Society (IEEE RAS)

48K members

The **IEEE** Robotics and Automation Society (IEEE RAS) is interested in both applied and theoretical issues in robotics and automation. Robotics is here defined to include intelligent machines and systems used, for example, in space...

IEEE Energy Conversion Congress and Exposition

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IEEE Communications Society

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IEEE Geoscience and Remote Sensing Society (IEEE GRSS)

16K members

Fields of Interest: The fields of interest of the Society are the theory, concepts, and techniques of science and engineering as they apply to the remote sensing of the earth, oceans, atmosphere, and space, as well as the...

IEEE Technology and Engineering Management Society

5K members

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IEEE Photonics Society

5K members

"The Field of Interest of the Society shall be lasers, optical devices, optical fibers, and associated lightwave technology and their applications in systems and subsystems in which quantum electronic devices are key elements...

IEEE Industrial Electronics Society

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IEEE GRSS Technical Committee on Image Analysis and Data Fusion Discussion Forum

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Technology and Society: the IEEE Society on Social Implications of Technology (SSIT)

4K members

The Society on Social Implications of Technology (SSIT) of the Institute of Electrical and Electronics Engineers (IEEE) has about 2000 members worldwide. The scope of the society includes such issues as environmental, health and...

IEEE MTT-S International Microwave Symposium (IMS)

3K members

The International Microwave Symposium (IMS) is the world's premier Microwave conference. It features a large trade show, technical sessions, workshops and panels covering a wide range of topics including Wireless Communication,...

IEEE Electromagnetic Compatibility (EMC) Society

3K members

The **IEEE** Electromagnetic Compatibility Society is the world's largest organization dedicated to the development and distribution of information, tools and techniques for reducing electromagnetic interference. The society's field of...

IEEE Smart Cities

3K members

The **IEEE** Smart Cities Initiative spans multiple **IEEE** Societies and is designed to be a trusted voice in smart cities for the engineering, computing and technology communities around the world. **IEEE** Smart Cities LinkedIn group is...

IEEE Magnetics Society

3K members

The **IEEE** Magnetics Society shall be involved with the: "Treatment of all matters in which the dominant factors are the fundamental developments, design, and certain applications of magnetic devices. This includes consideration of...

IEEE SA Official IEEE Standards Association Group

3K members

IEEE SA brings together a broad range of individuals and organizations from a wide range of technical and geographic points of origin to facilitate standards development and standards related collaboration. With...

IEEE IEDM

940 members

With a history stretching back nearly 70 years, the **IEEE** International Electron Devices Meeting (IEDM) is the world's flagship conference for nanometer-scale CMOS transistor technology, advanced memory, displays, sensors, MEMS...

IEEE 802.11p (ITS) Road Safety (WLAN)

949 members

Road accidents take the life of several thousands of people, each year, outnumbering any kind of fatal diseases or natural catastrophes. Statistical studies show that accidents could be shunned by 60 % if drivers be informed only 1...

IEEE Denver Section

949 members

The mission of **IEEE** Denver Section is to enrich the professional and personal lives of the Rocky Mountain Region members, developing them into valued contributors to society through quality programs, continuing education,...

IEEE-Montreal Section

902 members

IEEE Montreal Section has close to 2000 members in the greater Montreal area, Eastern Townships, Laurentians, Abitibi and North of Quebec, all professionals and students in the domains of electrical, electronics and computer...

IEEE Membership change, by grade, during calendar year 2023

Membership Grade	Honorary Member	Fellow	Senior Member	Member	Associate Member	Graduate Student Member	Higher Grade Subtotal	Student Member	Total
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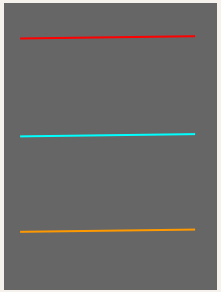
Gain/-Loss	-1	84	2,680	3,722	716	6,093	13,294	19,635	32,929
% Change	-2.6%	1.1%	5.0%	1.7%	14.4%	11.8%	4.0%	20.9%	7.7%

Source: https://www.ieee.org/about/corporate/annual-report-of-the-secretary.html

	Ages 18-29	30-49	50-64	65+
Facebook	67	75	69	58
Instagram	78	59	35	15
LinkedIn	32	40	31	12
Twitter (X)	42	27	17	6
Pinterest	45	40	33	21
Snapchat	65	30	13	4
YouTube	93	92	83	60
WhatsApp	32	38	29	16
Reddit	44	31	11	3
TikTok	62	39	24	10
BeReal	12	3	1	<1



1st choice

2nd choice

3rd choice

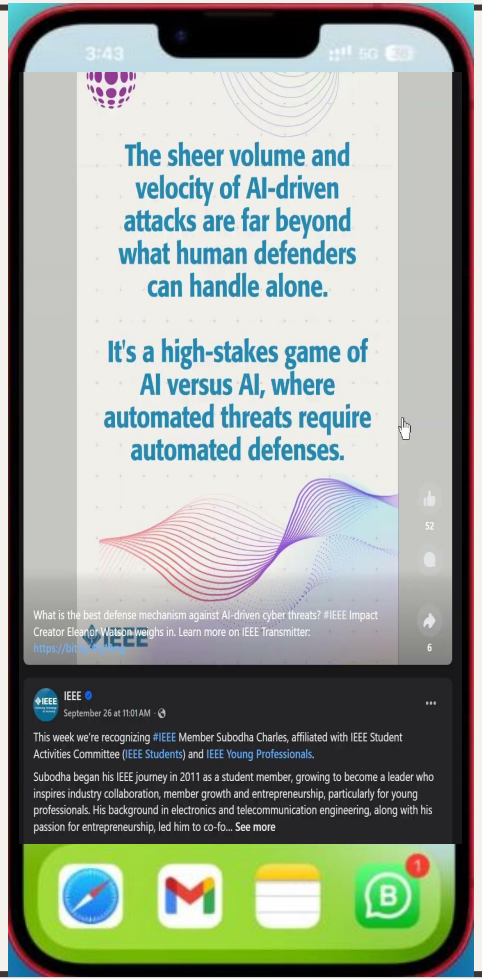
https://www.pewresearch.org/internet/fact-sheet/social-media/

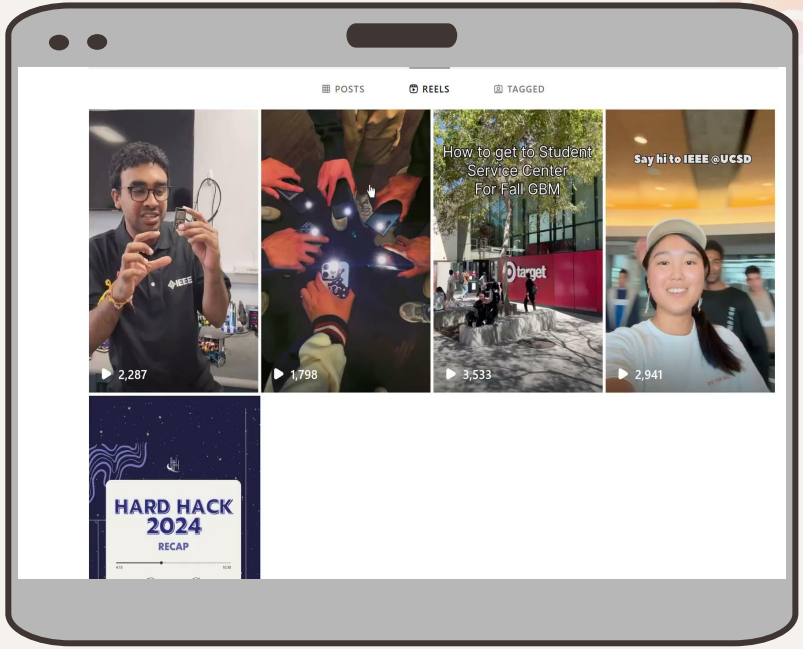
Age Group	1st Choice	2nd Choice	3rd Choice
18 - 29	YouTube	Instagram	Facebook
30 - 49	YouTube	Facebook	Instagram
50 - 64	YouTube	Facebook	Instagram
65+	YouTube	Facebook	Pinterest

Content Type

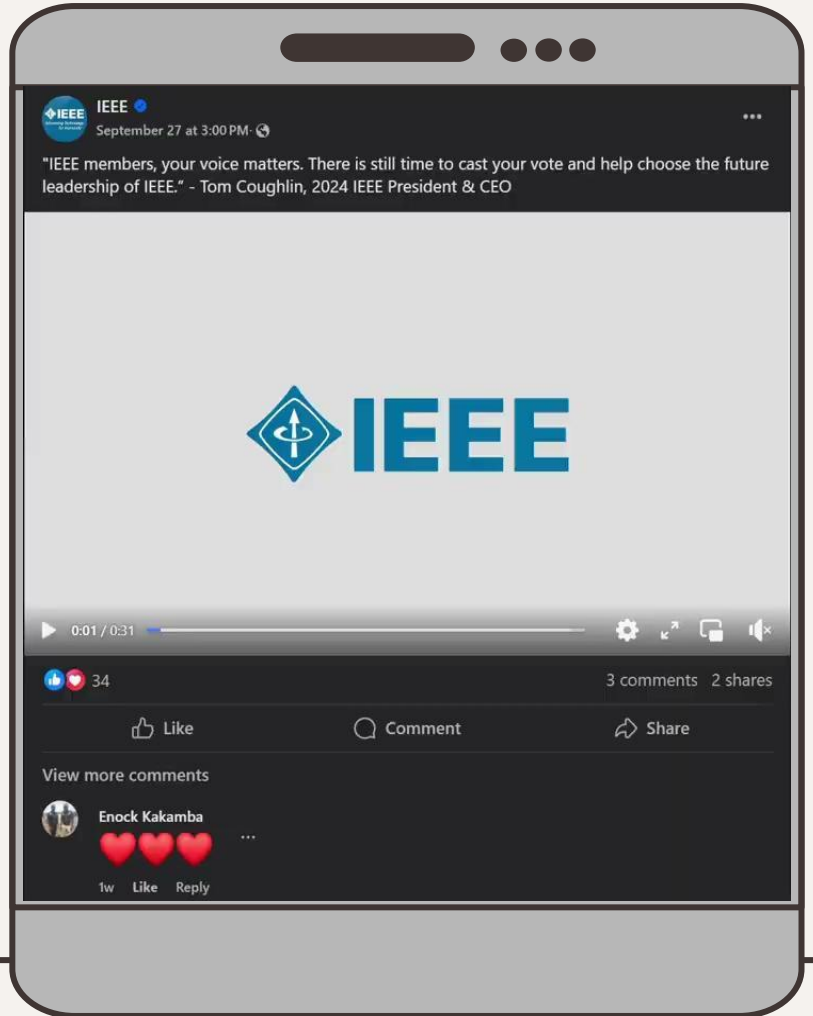
- Format:
  - Reels, short-form/long-form videos, live streams, text posts, gifs, photos
  - Infographics, blog posts, surveys, webinars, quotes, interactive media
- Content:
  - Educational, entertainment, news, drama, podcasts, clips, prof. articles

Reels


3:43
The sheer volume and velocity of AI-driven attacks are far beyond what human defenders can handle alone.
It's a high-stakes game of AI versus AI, where automated threats require automated defenses.
What is the best defense mechanism against AI-driven cyber threats? #IEEE Impact Creator Eleanor Watson weighs in. Learn more on IEEE Transmitter:
IEEE
September 26 at 11:01AM
This week we're recognizing #IEEE Member Subodha Charles, affiliated with IEEE Student Activities Committee (IEEE Students) and IEEE Young Professionals.
Subodha began his IEEE journey in 2011 as a student member, growing to become a leader who inspires industry collaboration, member growth and entrepreneurship, particularly for young professionals. His background in electronics and telecommunication engineering, along with his passion for entrepreneurship, led him to co-fo... See more


POSTS
REELS
TAGGED
2,287
1,798
How to get to Student Service Center For Fall GBM
3,533
Say hi to IEEE @UCSD
2,941
HARD HACK 2024
RECAP

Short form


IEEE
September 27 at 3:00 PM
"IEEE members, your voice matters. There is still time to cast your vote and help choose the future leadership of IEEE." - Tom Coughlin, 2024 IEEE President & CEO
IEEE
0:01 / 0:31
34
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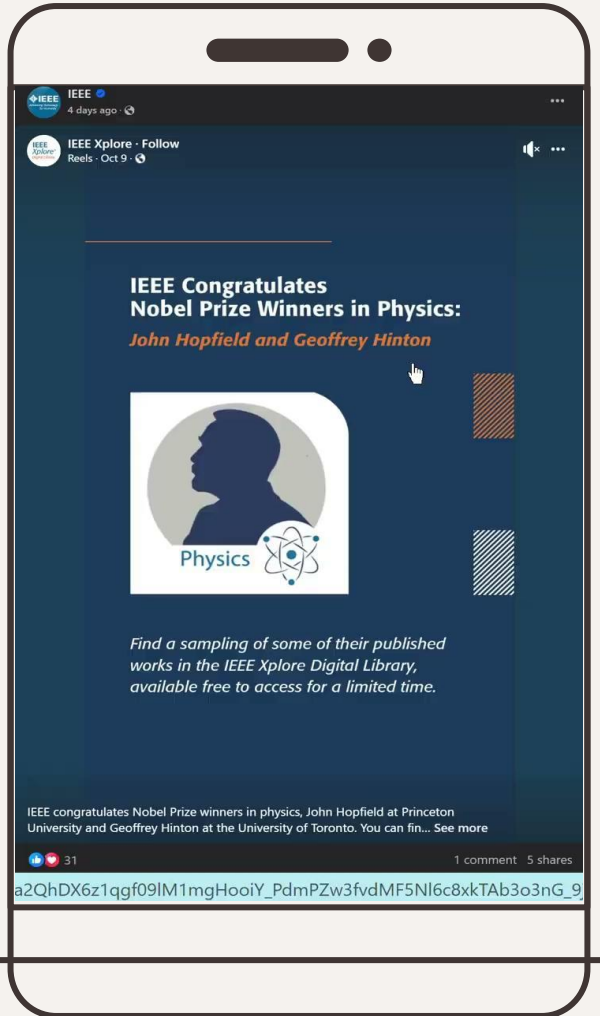
IEEE
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Reels · Oct 9
IEEE Congratulates
Nobel Prize Winners in Physics:
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Find a sampling of some of their published works in the IEEE Xplore Digital Library, available free to access for a limited time.
IEEE congratulates Nobel Prize winners in physics, John Hopfield at Princeton University and Geoffrey Hinton at the University of Toronto. You can fin... See more
31
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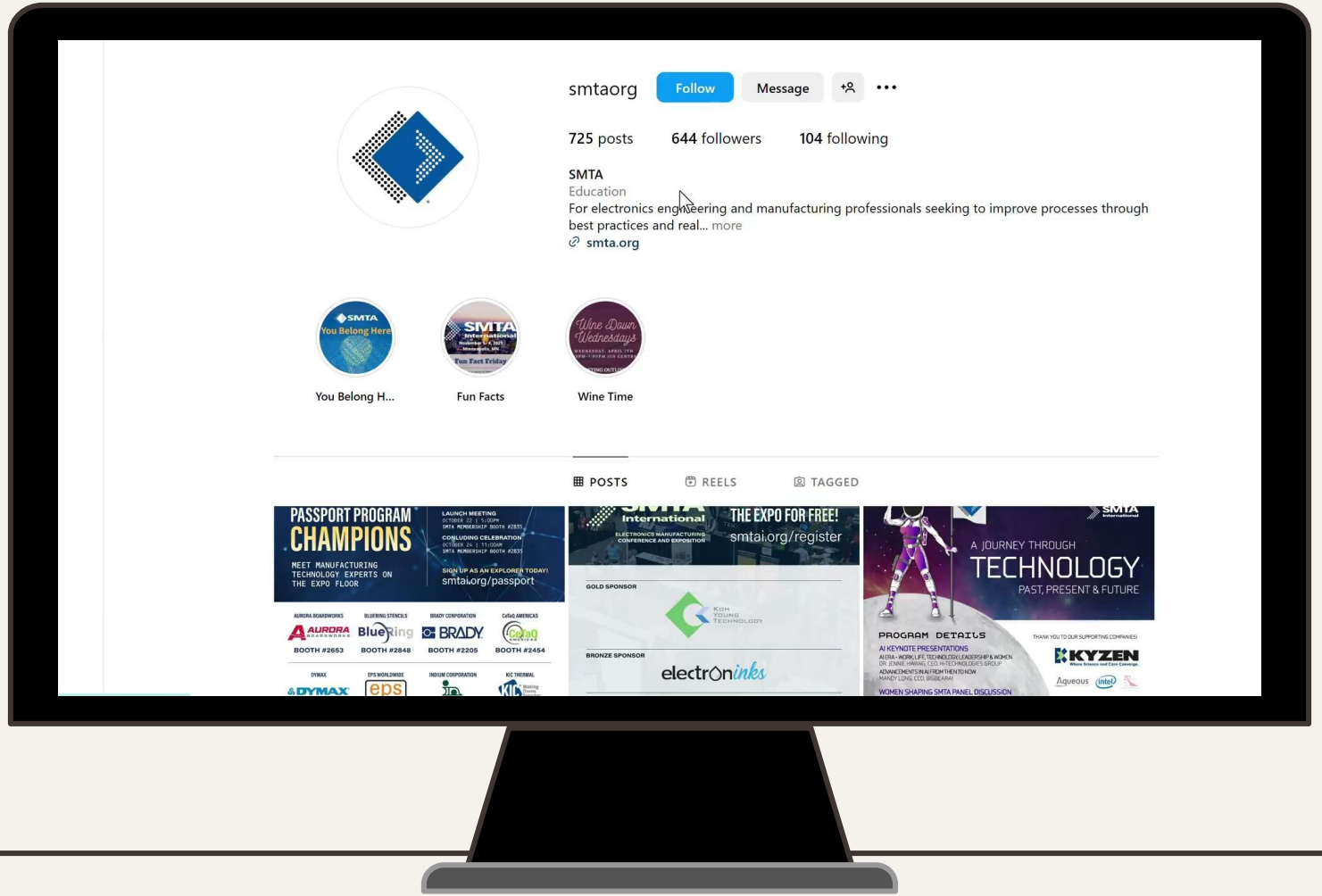
Posts & Reels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104 following
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COLLUDING CELEBRATION
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BLUERING BOOTH #2848
BRADY BOOTH #2205
BOOTH #2454
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TECHNOLOGY
PAST, PRESENT & FUTURE
PROGRAM DETAILS
AI KEYNOTE PRESENTATIONS
WOMEN SHAPING SMTA PANEL DISCUSSION
KYZEN
Aqueous

03

Goals

How to Proceed?

- Which **SNs** to focus on?
- Which **type** of content format?
- What **content** will we be showcasing?
- How **often** do we want to post content?
- **Who** will be creating content?
- Which KPIs and **metrics** will we be using?
- Who is our primary, secondary, and tertiary **target groups**?
- Using social media, how will we both **gain** new members and **prevent** member churn?
- What are our **short-term** goals?
- What are our **long-term** goals?

Brochure

Front

Membership

The *Reliability Society* provides its members with networking opportunities for technical exchange with leading experts around the world. We proudly sponsor the Annual Reliability and Maintainability Symposium (*RAMS*) and the International Reliability Physics Symposium (*IRPS*), in addition to other reliability-related conferences. In recent years, the *Society* has expanded its focus and is sponsoring conferences in the emerging fields of:

- Smart Grid Technology
- Cloud Computing
- Prognostics and Health Management
- Photovoltaics

In addition to conferences, your *IEEE Reliability Society* membership fee will provide you with access to the latest technical information covering the fields of reliability and system trustworthiness. Membership includes:

- electronic access to our flagship peer-reviewed publication, the quarterly Transactions on Reliability (T-Rel), with print subscription available at extra charge.
- electronic access to the Conference Digital Library through *Xplore*. The library consists of proceedings of conferences sponsored by the *RS*, including *RAMS*, *IRPS*, and many others.
- Several other reliability-related publications that we partner with other societies are also available for an additional fee for print/online access, including the quarterly Transactions on Device and Material Reliability (*TDMR*) and the quarterly Transactions on Semiconductor Manufacturing (*T-SM*), the bi-monthly Security and Privacy Magazine, and the quarterly Journal of Photovoltaics

Connect With Us

For members, the following sites can allow you to connect with other members and the Advisory Committee (*AdCom*). There, you can find the latest news, access publications from our monthly meetings, conduct research, and register for events.

Whether you're a current member, a prospective member, or a student, we hope you find the *IEEE Boston Reliability Chapter* to be a valuable resource!

Website:

- https://ewh.ieee.org/r1/boston/rl/home.html
- https://ieeeboston.org/reliability-society-chapter/
- https://r1.ieee.org/boston-rl/
- https://www.linkedin.com/groups/12987833/
- https://www.facebook.com/p/IEEE-Boston-Reliability-100049284982168/

Email Address:

?

IEEE

IEEE Reliability Society

Boston Reliability Chapter

Welcome!

As the Central New England representative of the *IEEE Reliability Society*, we offer various resources for community news, activities, and events as we strive to facilitate effective communication for members, guests, and the public.

Brochure

Back

What Is the IEEE Reliability Society?

IEEE is the world's largest technical association, featuring global publications, conferences, and communities. The *Reliability Society* includes industry, government, and academic members focused on enhancing the reliability of systems and products through research, development, and innovative techniques across various disciplines.

Key Offerings

Expert Network

Connect with professionals in diverse fields related to reliability. We offer the Distinguished Lecturer Series – *RS* subject-matter experts travel to our chapters to discuss special topics.

Professional Development

Access workshops, seminars, and conferences to enhance your skills. Conferences: Reliability and Maintainability Symposium (*RAMS*), International Prognostics and Health Management (*PHM*), International Reliability Physics Symposium (*IRPS*), and Symposium on Software and Reliability Engineering Workshops (*ISSREW*). These are N. America-based conferences. There are nearly as many located in Asia and Europe, too!

Industry Resources

Discover publications, journals, and standards to stay informed. Additionally, we offer access to the *IEEE Xplore* for reliability related literature and papers and various *IEEE* standards.

Join the Chapter

Advisory Committee (AdCom) Members

Chair:
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Thank you.

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Website/Media Manager IEEE RS Boston