



By Tatiana LeGrand
Chair, AIARD Communications Committee
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The AIARD Communications Committee continued to build upon the work that started during the previous year. We are working hard to keep all channels of communication up-to-date and find new ways to engage current and potential members.

Special thank you to the members of the AIARD Communications Committee, who all take on helping to manage all of our channels of communications:

Tatiana LeGrand: Twitter, Email Communications, LinkedIn and Website

Sarah Eissler: Job Postings

Melanie Miller-Foster: LinkedIn

Susan Karimha: AIARD Blog

Nathan Rider: Twitter and conference support

Sue Schram: Email Communications, News

Samantha Alvis: Website

Website

The AIARD website has gained a new feature – AIARD Blog! We continue to have great page view rates, regularly gaining just under 1000 page views a day. See below for a snapshot of our May 2019 total page views:



AIARD Blog

The AIARD Blog was launched in the fall of 2018 and has since gained in popularity (+134.87% since last month, for example). We have managed to get interesting and relevant post submissions by AIARD Leadership and look forward to featuring new posts and stories.

Email communications

We have combined the Listserv with the Mailchimp Communications tool and are sending the communications emails to our members and an extended list of email subscribers which now reaches over 850 people.

Twitter

The AIARD Twitter account (@aiardorg) was started just prior to the 2014 Annual Meeting. The account had 243 followers in 2016 and has over 750 followers as of the end of May 2019. The account is mainly utilized to live tweet the annual meeting and promote AIARD activities and member news.

LinkedIn

AIARD has three LinkedIn Groups-the main AIARD group, a Future Leader Alumni group and, a Members Only Group started as an outcome of the 2015 Annual Meeting.

AIARD Group currently has over 12,000 members. It has a number of active posts, but we do realize that it most of the group members are not AIARD members. We do post AIARD information on the group (i.e. Newsletter, Conference, etc.).

The FLF Alumni group currently has over 60 members. It has been utilized to post AIARD news, updates on future leaders. We encourage all FLF alumni to join the group and become active in posting.

The members only group has 97 members as of June 2. We encourage all members to join the group and post discussion and job opportunities with other members.

What's Next?

We look forward to posting your photos from the conference, continuing our blog and planning new events. We hope that more members get involved in sharing their news and stories through MailChimp to have a better member participation.

Interested in joining the AIARD communications team? Email us at communications@aiard.org.