



By Tatiana LeGrand
Chair, AIARD Communications Committee
June, 2020

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 our channels of communications: Susan Karimha: AIARD Blog, Sarah Eissler: Job Postings, Melanie Miller-Foster: LinkedIn, Chandler Mulvaney: Design

Website

We continue to have great page view rates, regularly gaining just under 1,000 page views a day. See below a snapshot of our May-June 2020 total page views:



AIARD Blog

The AIARD Blog was launched in the fall of 2018. We have managed to get interesting and relevant post submissions by AIARD Leadership and look forward to featuring new posts and stories.

Email communications

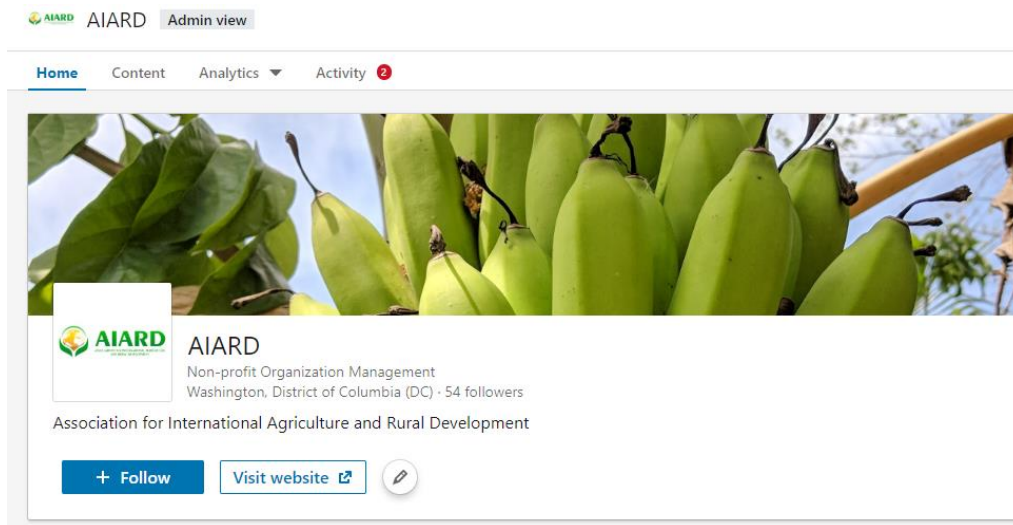
We have combined the Listserv with the Mailchimp Communications tool and are sending the communications emails to our members and an extended list of email subscribers which now reaches over 1,030 people.

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 880 followers as of the end of June 2020. The account is mainly utilized to live tweet the annual meeting and promote AIARD activities and member news.

LinkedIn

AIARD now has a dedicated LinkedIn Page:



AIARD also has three LinkedIn Groups-the main AIARD group (for members only), a Future Leader Alumni group and a public group.

AIARD public group currently has over 12,000 members. It has a number of active posts, but most of the group members are not AIARD members. We do post AIARD information on the group (i.e. Newsletter, Conference, etc.). We encourage all FLF alumni to join the group and become active in posting. We encourage all members to join the members group and use it for discussions with other members.

What's Next?

We look forward to featuring your news, 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.