



By Samantha Alvis
Chair, AIARD Communications Committee
June, 2018

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:

Tania LeGrand: Twitter, LinkedIn and Website

Sarah Eissler: Job Postings

Melanie Miller-Foster: LinkedIn

Susan Karimha: Twitter

Nathan Rider: Twitter and AIARD Happy Hours

Sue Schram: Listserv

Samantha Alvis: Website and Emails

Website

The AIARD website relaunched with a new look in December 2017! Highlights of the new website include an updated “News” feature where posts can be tagged and overall, a more visual approach to the website. We continue to have great page view rates, regularly gaining over 1,000 page views a day. See below for a snapshot of our May 2018 page views:



Listserv

Sue Schram continues to do a spectacular job of managing the AIARD Listserv and getting timely news out to the AIARD membership.

Twitter

The AIARD Twitter account (@aiardorg) was started just prior to the 2014 Annual Meeting. The account had 243 followers in 2016 and has 633 followers as of June 2, 2018. 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 67 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 90 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?

Samantha Alvis will be stepping down as communications committee chair after 5 years. Tatiana LeGrand has agreed to be the new chair. Tatiana has served on the communications committee the past 3 years and has been invaluable in keeping many of our communications channels up-to-date!

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