

American Association of Biological Anthropologists
Report of the Secretary
2022-2023 Activities
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Communications and Social Media

Communicating opportunities and events with AABA membership is a primary responsibility of the Secretary. For 2022-2023, our primary avenues of communication have included the website, email blasts through BAI, and AABA Twitter and Facebook. We often receive feedback that our emails are spammed, and on both social media platforms engagement from membership has felt relatively low. We have 7570 Twitter followers, and our last 28 days have included an increase of tweet numbers (88.9%), Tweet impressions (40K; up 71.0%), profile visits (2,268; up 50.3%), mentions (77; up 75.0%), and followers. For the same time period on Facebook (with the same posts), posts reached a total of 6,935 people and were engaged with 413 times. In an effort to drive up engagement, I have started creating imagery for events, invited symposia, workshops, and others to share on Twitter and Facebook. Anecdotally, this strategy might be improving our visibility.

Two webinars were posted to the YouTube page (see the VP's report for their descriptions) and we will launch the AABA Oral History Project shortly after we conclude this year's meeting (see the History and Honors report for more information).

AABA Webpage

An ad hoc committee was formed by the President to begin investigating a potential transition from the current AABA webpage to a new platform. This committee is chaired by Anne Grauer, and includes the Secretary and Webmaster Ed Hagen. The current website is a bespoke system that is both our primary forward-facing platform for communicating with membership and the public, and our recording keeping system for meetings and proceedings. Goals of transitioning to one or more new platforms include 1) integration of all record keeping needs (including membership management) and forward-facing communications, and 2) functionality and flexibility as our needs change. Some of our primary concerns as a committee include 1) one time and annual costs associated with a website build and maintenance, 2) transition and maintenance of our stored content, and 3) ability to tweak platforms for our specific needs. We have met with several members of BAI and representatives from other organizations with similar membership and needs to discuss experiences with potential platforms, and are currently in the process of vetting potential options.