COMMUNICATIONS DEPARTMENT

Representatives Here Today
Sara Conners, Director of Communications
Ryan Kneapler, Email Marketing Specialist
James Riordon, Head of Public Relations
Communication Services

• Media Relations
• Social Media
• Graphic Design

• Newsletters
• Websites
• Unit Emails
Media Relations

• Preparing and editing press releases
• Advising on effective methods to distribute news
• Organizing, running, and promoting press conferences
• Coordinating press embargoes
• Identifying appropriate news outlets and audience

Contact: James Riordon (riordon@aps.org)
Social Media

• Talk to us before getting started
• Make a plan and dedicate resources
• Contribute to APS social media
  • APS Facebook: 236K Followers
  • APS Twitter: 63K Followers

Contact: social@aps.org
Graphic Design

• Design and layout services
  • Posters
  • Brochures
  • Reports
  • Logos

Contact: graphics@aps.org
Newsletters

- Print & Mail (3-6 weeks)
- Email to Members
- Post on Website

Request a newsletter: units@aps.org
Websites

- News & Announcements
- Executive Committee
- Prizes, Awards & Fellows
- Job Listings
- Meeting Calendar & Announcements

Request an update: webupdates@aps.org
Unit Emails

- 704 emails sent in 2017
- Unit email statistics available

Email Tips:
- Ensure website is up-to-date
- Focus on one call to action
- Keep the email short
- Spread out your emails

Request an email: units@aps.org