

COMMUNICATIONS DEPARTMENT

Representatives Here Today

Sara Conners, Director of Communications

Ryan Kneapler, Email Marketing Specialist

James Riordon, Head of Public Relations

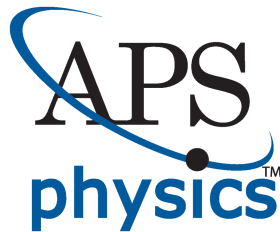
Communication Services

- 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

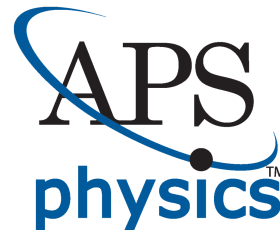
Contact: James Riordon (riordon@aps.org)



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

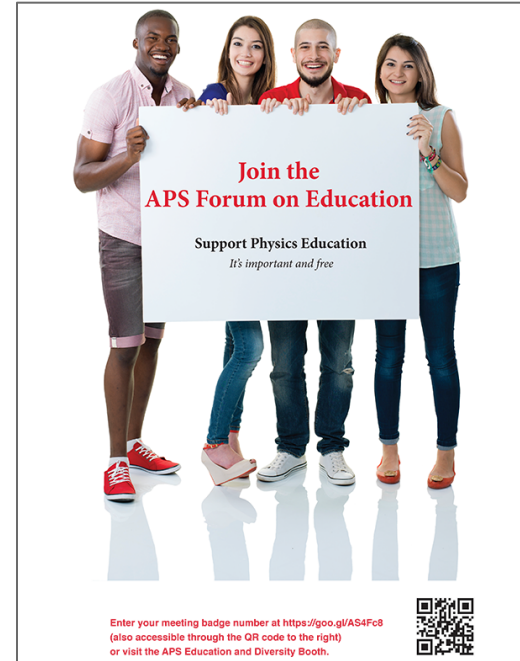
Contact: social@aps.org



Graphic Design

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

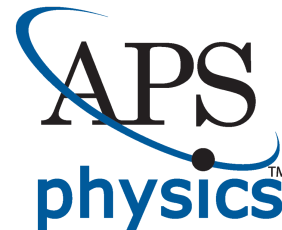
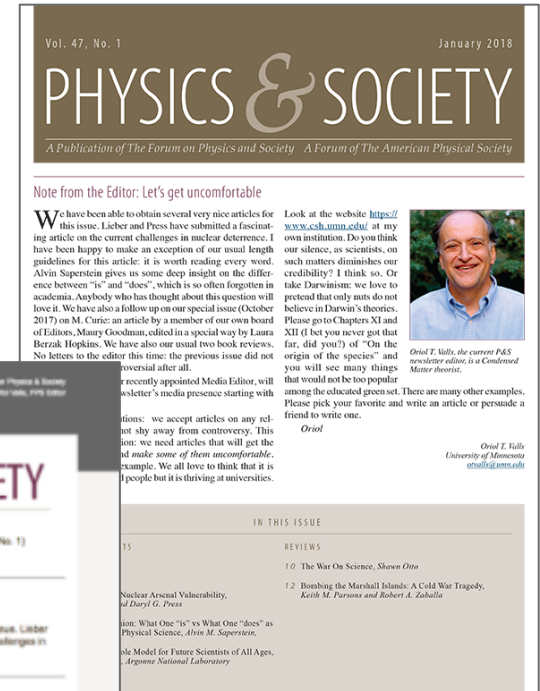
Contact: graphics@aps.org



Newsletters

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

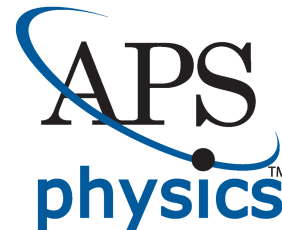
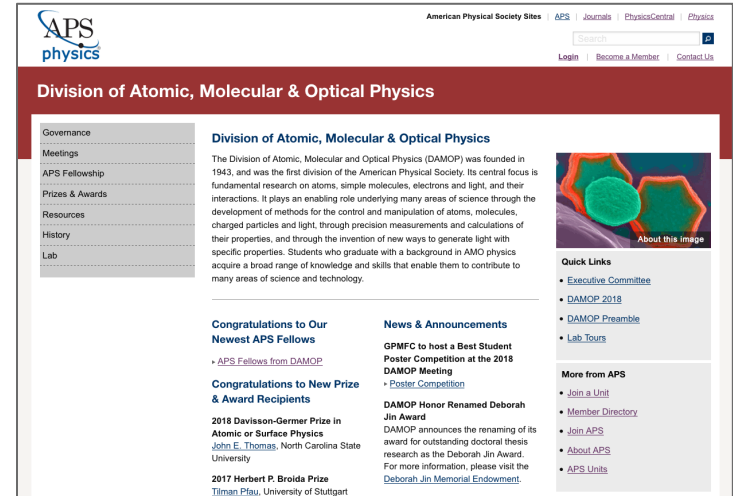
Request a newsletter:
units@aps.org



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

