



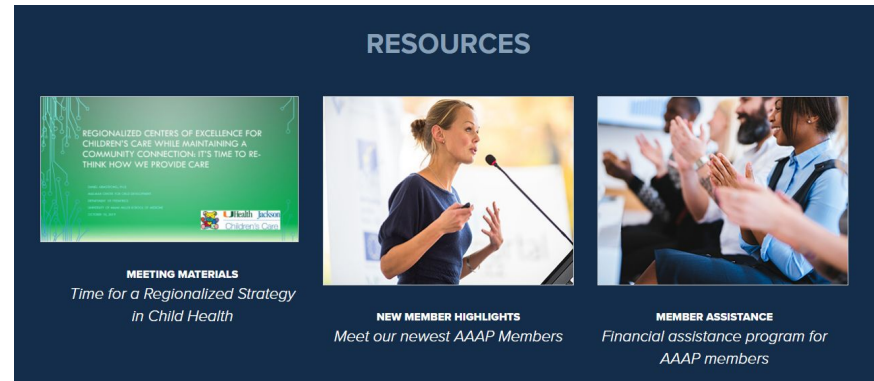
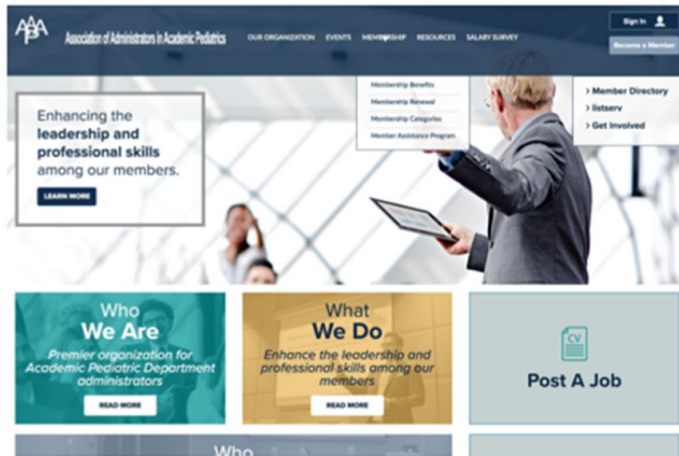
AAAP Annual Business Meeting

Jennifer Sabree – Website & Communications Director

March 2021

Website & Communications

The overarching goal for the AAAP Website and Communications Director includes the basic tenants of communication which are to inform, request information, collaborate, and build relationships



Website & Communications

- AAAP currently utilizes the following channels to inform, request information, collaborate, and build relationships
 - AAAP Website (www.aaapeds.org)
 - Resources - Meeting materials, job postings, annual salary survey, membership directory
 - Event Announcements – Webinars, Annual Meetings
 - New Member Highlights – Meet our newest AAAP members
 - Listserv e-mail function
 - Allows members to collaborate via an e-mail communication that requests information and informs all participants
 - Social Media – LinkedIn Group for AAAP Members



Website & Communications

- Website
 - Over the past year we have explored vendors and evaluated multiple proposals for a new web platform to serve our AAAP members
 - A committee comprised of AAAP members will be formed to work with the selected vendor to build the new AAAP website over the next year which provides an opportunity for members across the country to collaborate
- Job Postings
 - Over the past year we have posted approximately 12 job opportunities on the AAAP website. Since July 2020, we have elevated our communications related to these opportunities to also include an announcement via the AAAP listserv and our AAAP LinkedIn group
- Social Media
 - Our LinkedIn group for AAAP members has expanded over the past year and has been utilized to communicate updates and information to all members

