

American Association of Biological Anthropologists
Report of the Secretary
2023-2024 Activities
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Communications and Social Media

Communicating opportunities and events with AABA membership is a primary responsibility of the Secretary. For 2023-2024, our primary avenues of communication have included the website, email blasts through BAI, and AABA Twitter and Facebook. This year, we added a Bluesky account to the social media portfolio. We often receive feedback that our emails are spammed, and on all social media platforms engagement from membership has decreased from last year. We have 7900 Twitter followers, and we have seen striking decrease in engagement (most Tweets are below 4% engagement for views), while the last 28 days leading up to meetings have averaged 1000 impressions per day. This means that only 1000 of our followers are seeing our Tweets per day. For the same time period on Facebook (with the same posts), posts reached a total of 5,800 people and were engaged with 280 times. These metrics are reduced from last year. Adding images to Twitter and Facebook posts does not seem to improve their visibility or engagement.

AABA Webpage

An ad hoc committee dedicated to the development of a new web page was chaired by Steve Leigh and includes the Secretary and Webmaster Ed Hagen. New companies were chosen to host our membership and meetings management (XCD) and to develop the public facing website (KnockMedia). This integration of XCD and Knockmedia will be completed so that the new website can launch before the abstract submission portal opens for 2025.

AABA Executive Committee Communications and Digital Storage

With the assistance of Brett Burke of BAI, the Secretary initiated the adoption of a nonprofit status for our Google platform for streamlined storage of materials and centralization and continuity of email addresses as Executive Committee membership turns over. This shift from the current Dropbox storage system and unlinked emails is not yet complete.