

Standard Operating Procedures for Social Media

(Updated January 2024)

This is a set of recommended guidelines for posting content on AAA and affiliated social media outlets, including Section accounts. This standard operating procedure includes a list of “best practices” for drafting social media content, including for Facebook, X, LinkedIn, Instagram, and others, as well as guidelines for creating and maintaining affiliated accounts.

BEST PRACTICES FOR DRAFTING SOCIAL MEDIA CONTENT

1. Content should be of interest to the anthropological community. Our primary target audiences include AAA members and potential members - anthropology students, professionals, researchers and teachers - and those with an interest in anthropology. Secondary audiences include the humanities community, the association community, the public and the media. Content should generally be directed to inform readers of developments in the discipline, announce association news, and provide space for comment and critique regarding association activity.
2. Content topics and categories include anthropology in the media, advocacy, the AAA Annual Meeting, Section meetings, members in the news, association business, career development (including funding opportunities and awards), commentaries, podcasts, public affairs, publishing, and resources.
3. Social media posts may need to be tailored for each platform. For instance, Instagram will require a visual. Tweets have a character count limit of 280, so you may need to create a shorter caption compared to a Facebook/LinkedIn post. Generally, posts should be no longer than 80 words and should include a call to action with a link where followers can find more information. AAA reserves the right to edit suggested content to suit the distribution platform. When possible, please provide images or graphics to accompany your posts.
4. Event and exhibit announcements, field school application deadlines, and other date-driven information should be submitted to the AAA calendar. Submissions can be made to the calendar via email at mhorihan@americananthro.org.
5. All content must be drafted according to the rules outlined in the [AN style guide](#) – this includes the proper use of attribution and respecting copyright restrictions.

6. All content should be spell-checked, accurate, and free of typos.

BEST PRACTICES FOR THE CREATION AND OPERATION OF SOCIAL MEDIA ACCOUNTS ASSOCIATED WITH THE AAA

Sections, interest groups, journals, and other entities officially affiliated with the AAA are asked to consider the following guidelines when operating their existing social media accounts:

1. Please provide the marketing and communications manager (Meghan Horihan mhorihan@americananthro.org) with up-to-date contact information for the individuals responsible for managing your accounts.
2. New content should be shared on social media platforms on a consistent basis. If your section, journal, or interest group is no longer able to manage an account or is not able to produce content to share on a regular basis, consider deactivating the account. If the amount of content doesn't lend itself to an active social media presence, the AAA is happy to share information through the Association's social media channels.
3. Accounts that have not shared new content in a year or more should be deactivated.
4. Social media accounts that are created using the name, logo, or branding of a section, journal, interest group, or other entity officially affiliated with the AAA are not permitted to be used as platforms to air personal grievances. When material is posted on an AAA or section account, it is likely not to be regarded as personal opinion, but as an official position of the AAA (or section). The public may judge the Association and the field of anthropology by these posts, so it is important that posts are accurate, exercise appropriate restraint, and show respect for the opinions of others at all times.

Sections, interest groups, journal editors, or other entities that are officially affiliated with the AAA should contact the AAA communications department with the following information when contemplating the creation of a X, Facebook, Instagram, or other social media account. Please reach out to the AAA BEFORE you open a new account. We may have information about an existing account for your section that we can pass along.

1. What is the intended purpose of the new account? How will the existence of this account serve the Association's long-term strategic goals?

2. How does this account differ from existing accounts already affiliated with your section, journals, and the AAA? What audiences do you intend to reach?
3. What is the proposed username/title for the account?
4. What plans do you have in place to ensure that the account is populated with fresh content regularly? Please provide the name and contact information for the person who will be responsible for managing the account.

CENTRAL AAA SOCIAL MEDIA ACCOUNTS

As of spring 2024, the AAA actively maintains the following accounts. **Members are encouraged to submit information to be shared or initiatives they would like to promote** on any of these platforms to the marketing & communications manager (Meghan Horihan mhorihan@americananthro.org). Alternatively, members are encouraged to tag AAA's accounts for the AAA to repost.

AAA X:

AAA Instagram: <https://www.instagram.com/AmericanAnthro/>

AAA Facebook: <http://www.facebook.com/AmericanAnthropologicalAssociation>

AAA LinkedIn Company Profile: <http://www.linkedin.com/company/american-anthropological-association>

AAA YouTube Channel: <https://www.youtube.com/channel/UCxILdBMSveRTOjgkZoFL-vg>

AAA Threads: <https://www.threads.net/@americananthro>

AN X:

AN LinkedIn: <https://www.linkedin.com/showcase/anthropology-news/>