



Standard Operating Procedures for Social Media Content and Account Management

Best Practices for Drafting Social Media Content

1. **Audience Focus:** Content should primarily engage the anthropological community, including:
 - **Primary Audiences:** AAA members, prospective members (anthropology students, professionals, researchers, and educators).
 - **Secondary Audiences:** Humanities community, association professionals, general public, and media.
 2. **Content Goals:** Posts should aim to:
 - Inform readers about developments in anthropology.
 - Announce association news.
 - Encourage commentary and critique on association activities.
 3. **Content Categories:** Topics may include:
 - Anthropology in the media
 - Advocacy efforts
 - AAA Annual and Section meetings
 - Member achievements
 - Association updates
 - Career development opportunities
 - Podcasts, commentaries, and resources
 4. **Platform-Specific Guidelines:**
 - Tailor posts to fit platform requirements (e.g., visual content for Instagram, 280-character limit for X).
 - Keep posts concise (under 80 words) and include a call to action with a relevant link.
 - Provide images or graphics to accompany posts when possible.
 5. **Event and Deadline Announcements:** Submit time-sensitive information (e.g., event announcements, application deadlines) to the AAA calendar via email at Marketing@AmericanAnthro.org.
 6. **Style and Accuracy:**
 - Follow the AN Style Guide for attribution and copyright compliance.
 - Ensure all content is spell-checked, accurate, and free of typos.
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Best Practices for Managing AAA-Affiliated Social Media Accounts

1. **Contact Information:** Provide the Marketing and Communications Manager, Josh Cohn (Marketing@AmericanAnthro.org), with up-to-date contact details for account managers.
 2. **Content Consistency:**
 - Share new content regularly to maintain an active presence.
 - If consistent updates are not possible, consider deactivating the account. AAA can share your content via its central accounts.
 3. **Inactive Accounts:** Deactivate accounts that have been inactive for over a year.
 4. **Professional Conduct:**
 - Avoid using official accounts to express personal grievances.
 - Posts should reflect the official positions of AAA or its sections and adhere to professional standards. Content should be accurate, respectful, and exercise appropriate restraint.
 5. **Creating New Accounts:** Before creating new accounts, contact the AAA communications department and provide:
 - Intended purpose and alignment with AAA's strategic goals.
 - Distinctions from existing accounts.
 - Target audience.
 - Proposed username/title.
 - Plans for regular content updates.
 - Name and contact information of the account manager.
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Central AAA Social Media Accounts

As of Spring 2024, AAA maintains the following social media accounts. Members are encouraged to:

- Submit content or initiatives for promotion to the Marketing Manager.
 - Tag AAA accounts to facilitate reposting.
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For additional information or clarification, contact the AAA Marketing Manager at Marketing@AmericanAnthro.org.