

American Academy of Religion Southwest Region  
Multimedia Coordinator Report  
March 2017

## **AAR-SW.org website and Social Media usage**

- Website Monthly views: 400-850 pages
- Website Monthly users: 175-225 users
- Website Device Preference: Desktop (78.28%); mobile (20.05%); tablet (1.67%)
- Facebook Group Members: 130
- Facebook Group Post reach: average 30-50 people per post, but posts with local significance have reached close to 80 (e.g. The Central Texas Colloquium on Religion Call for Papers had 78 page views. The “Religions Texas – Mapping Diversity” page had 53 page views).
- Conference news and Call For Papers enjoy the greatest popularity.

### **Assessment:**

The AAR-SW.org website and Facebook group have been increasing in popularity over the last year. The Facebook group is the leading source of traffic for the website (85% of all site traffic). We currently have 130 members on the Facebook group (by comparison, AAR only had 76 members attend SWCRS in 2016).

### **Strategic Plan**

1. Facebook Group Membership Drive:
  - a. Encourage members of the AAR-SW Facebook Group to share the group on their social media pages.
  - b. Encourage members of the AAR-SW Facebook Group to like and share Group posts in order to circulate these posts to a wider audience.
  - c. Encourage members to share the AAR-SW Facebook Group with student networks.
2. AAR Membership Drive:
  - a. Since we attract many members through Facebook who are not active members of AAR, I recommend constructing bi-annual posts featuring/encouraging active participation in AAR.
3. Regional News Network Development:
  - a. Over the last year we have had 88 posts via the AAR-SW.org website and Facebook group (average 7 per month). I have had to search and construct almost all of these. This is a very time consuming process. The goal is that the membership of AAR-SW will begin submitting announcements about events at their own institutions (conferences, lectures, and other opportunities) so that we can begin collaborating across institutional lines. Members may directly post events to the Facebook group, however, there are several benefits to sending a written notification to the AAR-SW Multimedia Coordinator for posting AAR-SW.org. The most significant of these benefits is the option for auto-reposting.

The AAR-SW coordinator can generate a webpage specifically for your event that will auto-repost to the AAR-SW Facebook group periodically. This for conferences, three auto-reposts are generally scheduled: 1) for the week the CFP is issued; 2) for the week of the CFP deadline; and 3) for one month before the conference encouraging registration and attendance.

- b. The more that we (the members of AAR-SW) share our local events via the AAR-SW.org/FB networks, then the more regional scholars of religion will turn to this network for regional news and opportunities.

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