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A Monthly Electronic Bulletin for AAUW Leaders in Iowa
The Value of Affiliation with AAUW: By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.

Welcome to this monthly electronic publication. You are invited to share this information with other members and branch leaders by forwarding it to them or providing a hard copy.

Ann Gale, AAUW Iowa President 2016-18

Using Social Media to Increase Visibility for AAUW

Katherine Beane-Hanson, Social Media Director for AAUW of Iowa

Social media platforms provide a new and exciting way to connect AAUW with both our current membership and with potential members. If your branch isn't yet using social media, I encourage you to try Facebook – the most user-friendly and most popular social media site.

According to the Pew Research Center, Facebook is still twice as popular as any other social media platform. As of 2016, 83% of adult women in the U.S. who used the Internet also used Facebook. CNN has also reported that young women, ages 18-29, are sometimes referred to as “power users” of social media sites, meaning that they are the most frequent users.

Facebook can help you share information about your upcoming meetings, raise awareness about causes that support women and girls, and spark excitement about the mission and vision of AAUW.

Here are some tips for using Facebook to engage members and potential members:

- 1) Use visual posts when possible. Photos catch users' attention better than text-only posts.
- 2) Think about your audience. What are you trying to communicate to them? What can you offer them that other pages aren't offering? If you can target your posts to your audience, they are more likely to engage with your posts.
- 3) Encourage dialogue by asking questions in your posts and personally respond to anyone who comments, to let them know you're listening.

The National AAUW website provides excellent tools to help you get started with a social media page for your branch here: <https://www.aauw.org/resource/how-to-use-social-media-for-advocacy/>

You can find tips from Facebook here: <https://www.facebook.com/facebookmedia/best-practices/tips-for-causes-and-nonprofits>

If you haven't already, please "like" the Facebook page for AAUW of Iowa: <https://www.facebook.com/aauw.iowa/>. On this page, I share news about Iowa women, promote the activities of our branches, and provide access to our Share & Learn Seminars and the Iowa eNetwork meetings. You can also "like" the pages for and get connected to national AAUW, AAUW Action Fund, NCCWSL, and other AAUW branches.

I strive to keep our Facebook page relevant to Iowa women and our members, and I would love to showcase more of our branch activities! Please share your branch activities and photos from your meetings with me at socialmedia.aauwiowa@gmail.com.