

Membership Engagement

Through Social Media



Photographer of the year 2016

"One of the great things about AAEA's competition is that it's also professional development. You get a nice critique."



Jamie Cole

Creative Director, Red Barn Media Group



In addition to email communications, the American Agricultural Editors Association, has uses Facebook to engage their membership and promote association programs.

Using testimonials from previous award recipients, graphics were created and posted to Facebook to encourage their members to submit award applications in 2017. Using Facebook the association was able to both promote an association program, and create positive interaction with their members.