ANNUAL COMMITTEE REPORT

Committee Report for Communications Committee

Chair(s) Ken Novak & Emily Newman

Please provide brief updates on the following areas of your Committee that occurred or developed during 2019:

Committee’s Mission/Purpose:
To publicize the Societies, Affiliates, Committees, programs, and ethical issues supported by the AEU to the Movement and the public.

Programs/Projects:
- Increasing communication between AEU and its Societies through active listservs and monthly mass email messages on AEU’s activities
- Increasing awareness of AEU on social media and with website by engaging with Societies, partners, trending campaigns, and current events
- MLK Day 2019 Billboard in Times Square promoting AEU’s social justice work

Stats as of June 22, 2020
Website Users in 2019 – 17K Users – up 26.1% from last year
Website Sessions in 2019 – 24K Sessions – up 17% from last year
Resources Site Users in 2019 – 187 Users – up 5.1% from last year
Resources Site Sessions in 2019 – 366 Sessions – down 28.8% from last year
Facebook – 2,345 Page Likes, 2, 424 Followers
Twitter – 1,651 Followers
Instagram – 309 Followers
Constant Contact Email Database – 2,860 Contacts
Email Open Rate – 27% -- up 1% from last year – up 10% from industry average
Email Click Rate – 6% -- down 3% from last year – down 3% from industry average

Goals for 2020:
- Trainings for Societies to be more self sufficient and dynamic representatives in their local communities, making a stronger national network of groups and members
- Bridging gap between Ethical Humanists and “nones” or “atheists” or “non-joiners”
- Making AEU website more attractive and worth visiting regularly