



American Ethical Union

Inspiring Ethical Communities

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AEU Communications Team 2019 Report to Assembly

The AEU, principally through our Communications Coordinator, Emily Newman, manages a national Communications Committee throughout the year. Our active members include Emily, Ken Novak, James Croft, Louise Jett, Robyn Kravitz, and Bart Worden.

Emily is our representative in working groups of the Secular Coalition of America: “Grassroots” (local group resources and possible activities) and “Communications” (national messaging and publicity work) task groups, while Louise acts as the communications point person for the AEU’s Society Development team.

At the 2018 Skills Summit, team members presented informative and inspiring workshop of social media communication at the Washington Ethical Society. Louise focused on story telling on all platforms and Robyn taught people how to live-stream events on Facebook. Assembly publicity makes up an important part of Spring communications every year.

Social Media

The AEU’s Facebook page (<https://www.facebook.com/EthicalUnion>) has 2,045 page Likes. The top post between May 2018 and April 2019 was in June 2018 (reach of 24K people):

*"A just nation would extend compassion and refuge to those who have experienced abuse and oppression in their countries of origin, seeking to offer them a new home. A just nation welcomes the migrant with a full appreciation of their humanity. A just nation does not jail small children, even with their families, when new technology allows for their release pending any legal proceedings." Read full statement at aeu.org
#familiesbelongtogether*

AEU’s Twitter account (<https://www.twitter.com/EthicalUnion>) has 1,474 Followers. The top tweet from May 2018 to April 2019, posted December 26, received almost 14K impressions:

#happyholidays is an inclusive way to recognize we all celebrate winter holidays, Christmas is not the only one that matters. Check out #MySecularHoliday to learn how we enjoy them. And @DennisPrager you can’t claim to be more moral if you hate dogs 🐕. [Retweet with comment of Secular Coalition for America tweet about Prager’s news interview on Fox News.]

AEU created an Instagram account (<https://www.instagram.com/americanethicalunion>) in November 2018 and now has 148 Followers. Emily held multiple evening chats for Society communications people to share their ideas and questions about Instagram. The top post so far was for Founder’s Day on May 15 with a meme of Felix Adler:

We celebrate the beginning of Ethical Culture on May 15 (and the Sundays around it) to recognize Felix Adler’s founding speech. #EthicalCulture #myethicalstory



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Emails

The open rate (the percentage of those receiving who click on the email notification to read it), is in 22-29% range, versus a 15% average for religious organizations in general.

In the last year, we transitioned the formerly quarterly *Dialogue* into a more frequent monthly format, increasing the frequency of contact with our community and making the production process less onerous for all concerned. Our monthly format includes 1-3 articles and announcements of events and initiatives of note. Each month we also send a “Happy [Month]!” message to inform people of current news, upcoming events, and useful links.

We send out the emails announcing each quarter’s *Reflections*, in which Ethical Leaders address questions such as this May’s, “Does the concept of spirituality have any relevance to contemporary Ethical Culture, and if so, how?”, and announcements of AEU Statements, the most recent of which is “AEU Statement on Alabama’s ‘Human Life Protection Act’”, and upcoming AEU events.

For Martin Luther King Jr. Day, Emily (with approval from the Team) prepared designs to be displayed on billboards in Times Square in New York City. Video of the displays and digital versions of them were shared on social media to generate more attention.

Our current priorities include updating AEU.org to send more visitors to individual Society websites, to help Society communication team skills via webinars and AEU Resources (<https://sites.google.com/aeu.org/aeu-resources>), and to increase engagement with individual and Society members.