



AIA Minnesota

A Society of The American Institute of Architects

Social Media recommendations for member firms and architects

October 21, 2010

Did you know AIA Minnesota has a Social Media Policy? The policy covers what members can/cannot do if they are creating accounts or pages and posting items on behalf of any AIA Minnesota committee, event or other. See: www.aia-mn.org/int_committees/volunteer/

AIA Minnesota and AIA Minneapolis both are on Facebook, Twitter and LinkedIn. Several chapters, committees and groups within AIA Minnesota also have a social media presence. To be recognized by AIA Minnesota and set up correctly, individuals/groups that wish to do social media on behalf of the organization should contact Jennifer at AIA Minnesota at gilhoi@aia-mn.org. Most are contributing their content via the AIA Minnesota accounts.

For member firms and architects:

FACEBOOK

"Like" AIA Minnesota on Facebook at www.Facebook.com/aia-minnesota. This page will feature posts about Architecture Minnesota magazine, Call for Entries for Awards, Events and links to news stories about AIA MN member firms and architects.

When posting something related to AIA Minnesota on Facebook from your page, you may choose to @-message AIA Minnesota, using [@aia-minnesota](https://www.facebook.com/aia-minnesota). The post will then appear on the AIA Minnesota page and be seen by more people than just your fans. This is also another way to find new fans for your page and increase the interactivity of the AIA Minnesota page.

Sample Facebook Post:

The November/December issue of Architecture Minnesota magazine [@aia-minnesota](https://www.facebook.com/aia-minnesota) (after typing in [aia-minnesota](https://www.facebook.com/aia-minnesota), select it from the list and the title will become a link) features Sacred Spaces. See a preview at www.architecturemn.com.

TWITTER

If you are on Twitter, you may follow AIA Minnesota at www.Twitter.com/aia-mn and AIA Minneapolis at www.Twitter.com/aia-mpls and retweet (RT) relevant AIA Minnesota or AIA Minneapolis tweets to your followers.

Occasionally for events or discussions, AIA Minnesota or AIA Minneapolis will create a hashtag. The hashtag we created for the AIA Minnesota Convention is [#aia-mn-convention](https://twitter.com/aia-mn-convention). If you are tweeting about things related to the AIA Minnesota Convention Nov 2-5, please use this hashtag in your tweets. You may also use [@aia-mn](https://twitter.com/aia-mn) or [@aia-mpls](https://twitter.com/aia-mpls) so when other people see your tweet, they can easily click on the [@aia-mn](https://twitter.com/aia-mn) or [@aia-mpls](https://twitter.com/aia-mpls) link to follow either group.

Web site url's can be very lengthy and take up too many characters, so we've created shortened url's. The TinyURL for various 2010 AIA Minnesota Convention pages are:

Convention: General Info/ Prg Booklet: <http://tinyurl.com/aia-mn-convention>

Convention Registration: <http://tinyurl.com/aia-mn-convention-registration>

Convention Highlights (for media and public): <http://tinyurl.com/aia-mn-convention-highlights>

Sample Tweet for the Convention: (max 140 characters)

The last day for Early Bird convention registration is Oct 26 [@aia-mn](https://twitter.com/aia-mn) Go online today to get \$15 off registration <http://tinyurl.com/aia-mn-convention-registration>. [#aia-mn-convention](https://twitter.com/aia-mn-convention)

We have found some members and firms through the obvious searches on Twitter and Facebook. Please check to connect and see that your firm "likes" (Facebook) and "follows" (Twitter) AIA Minnesota and AIA Minneapolis.