



AIA Minneapolis

A Chapter of The American Institute of Architects

January 20, 2011

The AIA Minneapolis Chapter invites you and your company/organization to join in AIA Minneapolis and AIA Minnesota on Facebook, Twitter and LinkedIn.

Prior to the 2010 AIA Minnesota Convention, we e-mailed an invitation to AIA Minneapolis firms to help build content and share news /views from the architectural profession. Our current participation looks like this:

- 72** people like AIA Minneapolis' Facebook page
- 105** people like AIA Minnesota's Facebook page
- 123** people follow @aiamp1s on Twitter
- 1434** people follow @aiamn on Twitter
- 30** people belong to the AIA Minneapolis LinkedIn Group
- 209** people belong to the AIA Minnesota LinkedIn Group

The AIA Minneapolis Public Awareness Committee is researching AIA Minneapolis firms and other related professions' online presence (blogs, websites, e-newsletters, social media). We are then going to invite these other groups into the discussion – including large employers, general contractors, allied professionals, real estate professionals, associations and organizations – all with a Minneapolis focus.

Some firms have reached out to AIA Minnesota because they'd like to start or do more social media. By increasing firm's participation in AIA Minnesota/ AIA Minneapolis social media presence, we can create diverse content and serve as a source for information. The goal is then for AIA Minnesota/ AIA Minneapolis to work on the messaging, consistency, responses, discussion and generating and keeping a valuable local/national audience who wants to keep tabs on the Minnesota architectural profession. We invite you to:

	Follow AIA Minnesota and AIA Minneapolis on Twitter at: www.twitter.com/aiamn and www.twitter.com/aiamp1s
	Like AIA Minnesota and AIA Minneapolis on Facebook at: www.facebook.com/aiaminnesota and www.facebook.com/aiamp1s
	Join the AIA Minnesota and AAI Minneapolis LinkedIn groups at www.linkedin.com/groups?mostPopular=&gid=3061496 www.linkedin.com/groups?mostPopular=&gid=2843936
	Watch AIA Minnesota's YouTube channel: www.youtube.com/user/aiaminnesota
	Watch and Like Videotect videos on Vimeo: vimeo.com/videotect

Contribute AIA Minnesota has a **Social Media Policy** and **Social Media How To** sheet for your reference available at www.aia-mn.org/int_committees/volunteer/