



AAM Communications Channels

The following list of communications tools provides opportunities to share marketing and business development expertise with AAM’s membership and external audiences, as well as CPA practitioners. Most channels have limited publication opportunities (such as four quarterly issues of Growth Strategies or a targeted number of posts per social network) so if you anticipate reaching out to share something with AAM’s community, ensure that it is highly valuable. The restrictions are included in the table below.

The “Send To” column also provides an opportunity to reach out to someone beforehand to ensure the information you wish to share is timely and appropriate.

You can always contact a member of AAM’s Strategic Communications Committee for additional guidance. Please reach out to chair [Abbey Kanellakis](#) or co-chair [Joe Kovacs](#) for more information.

CHANNEL	SEND TO	RESTRICTIONS
LinkedIn Company Page (AAM)	AAM Social Media Request Form https://connect.accountingmarketing.org/requests/socialmediarequests (log-in required)	Generally, not more than once per day unless there is a real need
Twitter post (@AAMHQ)	AAM Social Media Request Form https://connect.accountingmarketing.org/requests/socialmediarequests (log-in required)	2 to 3 posts per day
Facebook Post (AAMKT.HQ)	AAM Social Media Request Form https://connect.accountingmarketing.org/requests/socialmediarequests (log-in required)	Generally, not more than once per day unless there is a real need
Instagram	AAM Social Media Request Form https://connect.accountingmarketing.org/requests/socialmediarequests (log-in required)	
CPA Growth Trends Blog	Blog Community	See guidelines
Growth Strategies – quarterly membership publication	Growth Strategies editor; Lesley Hatfield, lhathfield@cslcpa.com	Submission guidelines
Press release	Alex Bixler, alex.bixler@reacpa.com	Please provide an idea about when you would like to have the release published
AAM Minute	Crystal Mapp, Cmapp@kpmcpa.com	View previous copies
AAMplify! Podcast	Scott Dine, sdine@thinkcatalyst.co	Review previous podcasts
AAM Connect	Home page	