

Communications and Digital Engagement Committee

Chair - Shaun Klucznik, MA, CJM, CCHP

Staff Liaisons - Madyson Bracken, Patty Vermillion, Erin Longfellow

The Communications and Digital Engagement Committee is established to conduct an ongoing review of AJA's digital presence and marketing outreach. The committee will ensure that AJA's website, social media platforms, podcast series, American Jails Magazine, and other digital channels remain current, engaging, and aligned with the Association's mission.

All first-time board members shall serve as default members of the committee and shall actively engage on iConnect. This engagement should include responding to member posts, asking questions, sharing relevant information, encouraging discussion, and helping keep conversations active between conferences, trainings, and major events.

- Review AJA's website and digital platforms to ensure content is accurate, relevant, and strategically presented.
- Assess and guide AJA's engagement across social media platforms including YouTube, TikTok, LinkedIn, Facebook, X, Threads, and Instagram.
- Support the development and expansion of AJA's podcast content, ensuring value and relevance to members.
- Spearhead podcast topic development and scheduling, including identifying relevant topics, recommending potential guests, and coordinating with staff on production timelines.
- Collaborate with staff and contributors to support engagement, visibility, and strategic content development for American Jails Magazine.
- Monitor reach and effectiveness of digital media and recommend improvements.
- Develop marketing and outreach strategies to strengthen member engagement and public visibility.
- Work with AJA staff and leadership to align branding and messaging with the strategic plan.
- Identify and recommend best practices, new tools, and emerging platforms to keep AJA at the forefront of digital communication.
- Meet virtually as needed with committee members and other committee chairs.