Making the Most of your Social Media Presence

✓ Showcase University accomplishments to instill a sense of pride
✓ Share alumni success stories
✓ Create a sense of nostalgia with campus photos and events
✓ Provide an environment for alumni to connect with each other and share their UA experiences
✓ Spread awareness of chapter and campus events

Facebook best practices:

- Post at least two times per week
- Create content that followers will want to share, for example big sports wins/news, University milestones
- Encourage followers to take action
- If possible, do not post plain-text status updates. Try to always post a photo, link or video
- Vary the time and day of posts. Schedule posts in advance if necessary. Use Insights to discover when your audience is online
- Always respond to questions posted on your page. “Like” comments followers leave on your page to show you are paying attention to them
- Posts should be kept relatively short, 100-120 characters
- Don’t be vague or “click-baity” — for example: “You have to see this...” or “You won’t believe...”

Promotion:

Make it a habit to cross-promote your Facebook page on other online properties including emails or through your Twitter account.

Ask your board to share the page with their friends. Invite Wildcats in your network to like the page.

Content ideas:

At times when your chapter has limited information to post, use information from the following UA sites and Facebook pages:

- UA Alumni Association — arizonaalumni.com, facebook.com/wildcatforlife
  ➢ Promote membership, national events, UA traditions and history, alumni and University achievements
- UA Athletics — arizonawildcats.com, facebook.com/ArizonaAthletics
- UANews — uanews.org, facebook.com/uarizona
Twitter Best Practices:

- Tweet 1-2 times per day
- Drive traffic to your website and/or Facebook page
- Encourage followers to take an action
- Engage in conversations with your followers
- Keep tweets short. Shorter tweets have higher engagement rate than longer tweets that use all available characters
- Tweet during the day: tweets during "busy hours" (8 a.m.-7 p.m.) receive higher engagement than tweets posted at other times
- Don’t overdo the hashtags: tweets with hashtags receive two times more engagement, but those using more than two hashtags actually have less engagement
- Use visuals in your tweets. People are three times more likely to engage with tweets that contain videos and photos
- 70/20/10 rule: 70% of tweets should be sharing content, information, tips, and answering questions. 20% of tweets should be sharing content from others on Twitter, such as retweets. 10% of tweets should be promotional
- Tweet open-ended questions or use Twitter polls to survey your followers
- Retweet relevant content

Twitter overview:
Twitter should be used to reach a wider audience and generate more awareness. On Twitter, people tend to follow those that provide relevant and interesting information, while also posting frequently — at least twice per day. It’s best to keep a numerical balance of followers to people that you follow, always ensuring that the amount of followers outweighs the number of people being followed, as this signifies more credibility on Twitter. We recommend following notable alumni and UA colleges/departments.

Instagram Best Practices:

- Use high-quality images
- Keep your captions short
- Make time to like others’ photos and leave comments, especially if your followers are tagging you
- Develop specific hashtags related to your chapter or your event
- Experiment with posting at different times

Facebook, Instagram and Twitter connection:
Do not link your Facebook and Instagram accounts to Twitter. You should cross-promote all your accounts. However, it is NOT recommended to link them to Twitter. It is worth it to take a few extra minutes to craft different messages based on the platform. Instagram photos show up as links on Twitter and long Facebook posts are cut off due to character limits. It is best to avoid linking them. It’s OK to link Instagram to Facebook as the full photo will display.