



ALUMNI

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

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
- Create stories!
 - Utilize gifs, polls, location, hashtags
 - Promote on other channels to increase engagement/gain followers

Facebook best practices:

- Post regularly but think quality over quantity
- Create content that followers will want to share, for example big sports wins/news, university milestones
- Encourage followers to take action
- 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:

- Use visuals in your tweets. People are three times more likely to engage with tweets that contain videos and photos.
- Engage in conversations with your followers.
- Keep tweets short. Shorter tweets have higher engagement rate than longer tweets that use all available characters.
- One tweet should only focus on one topic. Don't try to cram multiple messages into one tweet.
- 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.
- Ask questions and run polls.
- Follower influential alumni, especially in your city.
- Retweet relevant content.
- Stay active with a tweet-per-day goal.

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.