



# 2018 Chapter Conference Social Media



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# QUICK TIPS



- Post regularly but think **quality over quantity**. Find content that is relevant to your audience.
- **Don't cross-post** from Instagram and Facebook to Twitter.
- **Keep graphics simple**. Don't use multiple fonts.
- Use insights and analytics to **learn about your audience**.
- **Follow influential alumni** in your city.
- **Do not** get caught up with how many followers you have. **Look at your engagement rate**.
  - **Twitter:** Between 0.09% and 0.33% is high
  - **Instagram:** Between 3.5% and 6% is high (1-3% is good)
  - **Facebook:** Anything over 1% is considered good



# ENGAGEMENT

- Interact with followers
  - Answer questions
  - Like or comment on a post/tweet you are tagged in
- Create polls and quizzes
- Build pride and nostalgia
  - Post university news, traditions, accomplishments
- Be where your audience is
  - No need to be on a platform just to be on the platform.
  - Create a plan for how you will use it before creating a new channel.



# PHOTOS

- **Post ... More ... Images**
  - Tweets with photos receive an average 35% boost in retweets.
  - Facebook posts with images receive 2.3 times more engagement than those without.

Don't have a lot of photos to use? WE DO!

And now you do, too!

[arizonaalumni.com/chapterphotos](http://arizonaalumni.com/chapterphotos)





# PHOTOS

Is it just you and your cell phone camera?  
THAT'S OK!

## Quick tips for better photos:

- Don't zoom. Get closer if possible.
- Use the "rule of thirds."
- Don't just take photos from a standing position.
- Pay attention to what's in the background.
- Try to find good light instead of using flash.
- Oh, and clean your lens!

Don't just post more photos...  
post more **high-quality** photos!



# EVENTS

Get more  on your events!

Add the UAAA as a cohost on Facebook for your major events.



# EVENTS

## Give us a heads-up!

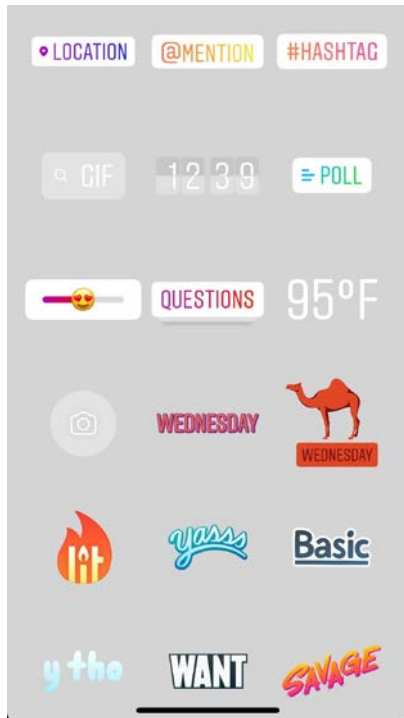
Hosting an event that you plan to tweet or post from?

Send an email to [wildcat4life@al.arizona.edu](mailto:wildcat4life@al.arizona.edu) with date and time information.

Tag @UAAA in tweets that you want us to share!



# INSTAGRAM STORIES!



Last for 24 hours like a Snapchat story.

Can save them as a highlight on your profile.

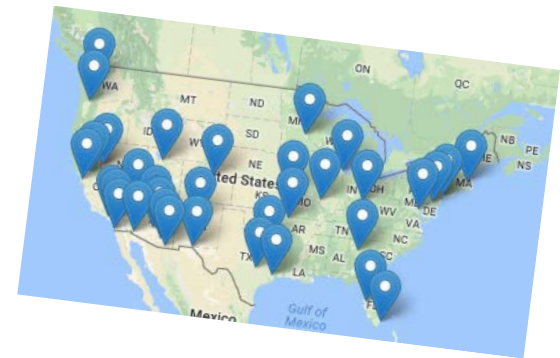
Great way to cover an event.





# HOUSEKEEPING!

- Your UAAA liaison must be an admin on your Facebook page and have passwords to your Twitter and Instagram accounts.
- Have accounts that you no longer use? Delete them!
- Check your listing on the chapter map. Are any of your social media channels missing? **Let your liaison know!**



# How Can We Help You?



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