

Website Sneak Peek & Social Media Tips

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Topics

- Website Sneak Peek
- Five Social Media Tips
- Boosted Posts vs. Paid Social Campaigns
- Evites
- Listservs
- Logos & Trademarks
- Merchandise

About Me



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About Me



NASHVILLE
CHAPTER



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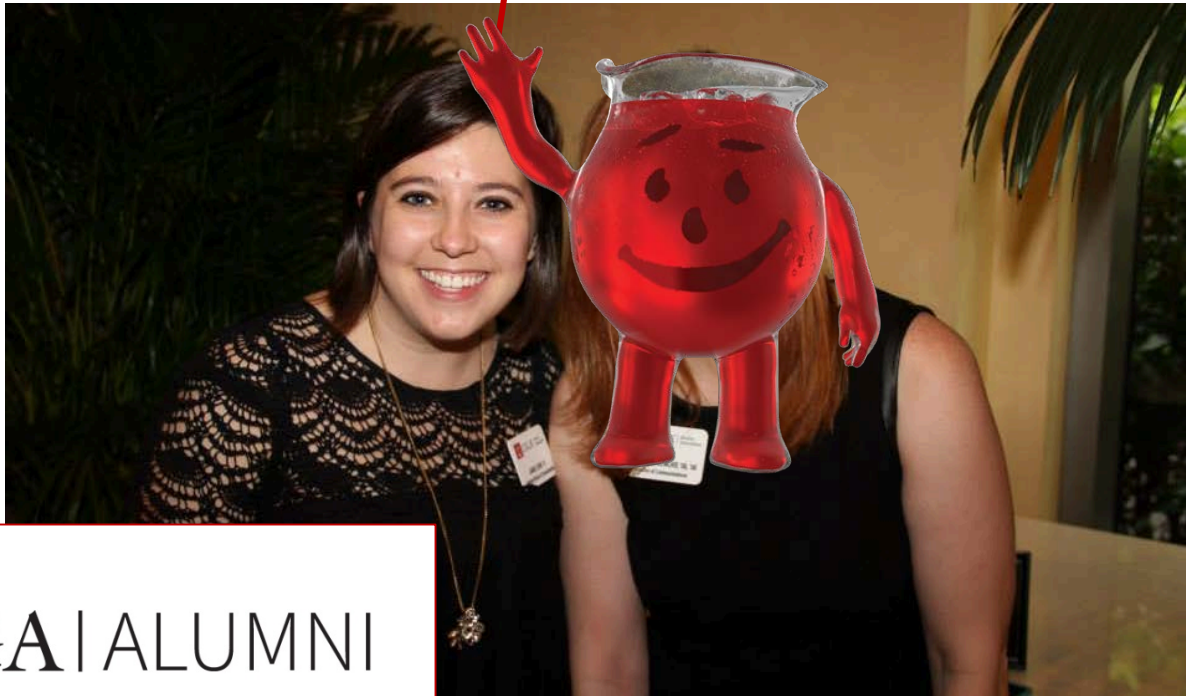
About Me

That's **Jamie**.
She's awesome.
She handles social media
and email marketing.



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Website Sneak Peek

**No Periscoping, Snapping, 'Gramming, Tweeting
or Facebooking, please!**



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UGA Alumni Association

UGA DIVISION OF DEVELOPMENT & ALUMNI RELATIONS

PLEASE
DONATE

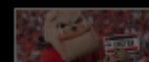
- ▼ About Alumni
- Blog
- Support
- Student Alumni Association
- ▼ Chapters
- ▼ Signature Events
- Event Calendar
- ▼ Programs

UGA VIRTUAL NETWORKING

LEARN MORE

UGA Virtual Networking Hours

UGA offers a free series of virtual speed networking events for alumni and students. Via desktop or mobile device, individuals participate in up to one hour of text-based (no video) chats. **View the full spring lineup.**



Alumni Portal

Scholarships & Fellowships

▼ Products & Benefits

Schools & Colleges

Career Services

UGA Alumni Association Blog

see all entries



02.15.2016

UGA alumni named to Atlanta Business Chronicle's 2016 30 Under 30

The Atlanta Business Chronicle has released its second annual 30 Under 30 Who's Who list. This list of young professionals focuses on the generation of millennials rather than one specific industry. The following UGA alumni were named to the 2016 list of exceptional leaders making a difference in the metro Atlanta area.



Greg Davis (MBA '15), Director of sales and marketing, Davis Broadcasting Inc.



UGA Alumni Association

Liked 24K likes

Alumni Events

see all events

02.23.2016

Virtual Networking Hour: Career Advice from Business Alumni

02.27.2016

Raleigh Chapter Community Service Event

Social Media Tips

Brought to you by Jamie Lewis

**Elizabeth reserves the right to say “I’m not sure, let me ask Jamie and get back to you.”*



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Photos Drive Engagement

- Garner More Likes, Comments, Shares
- OK to use cell phone photos
- Upload several at once and create a mini slideshow



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2

Share Your Own Content

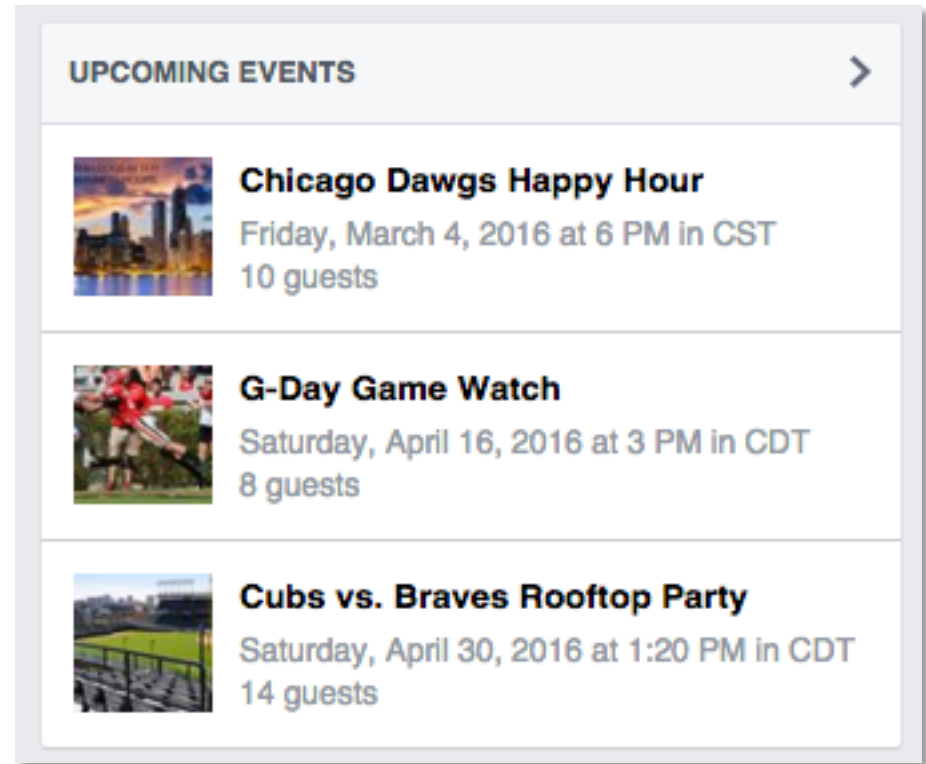
- Encourage chapter leaders/engaged alumni to share your page's content to extend its reach
- Facebook rewards more engaging content





Use Facebook Event Pages

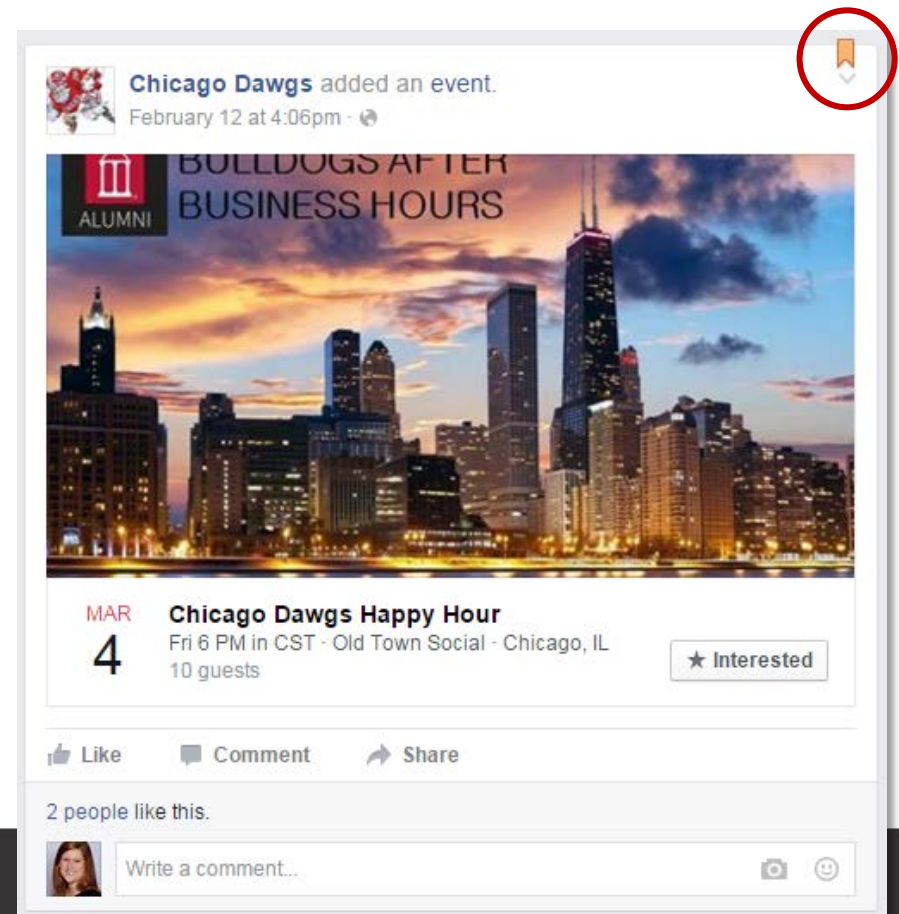
- Facebook automatically reminds “interested” people
- Appear in sidebar
- Be clear about how to register/pay to attend



4

Pin Important Info to Top

- First thing visitors see while still allowing you to post new content
- Event promotion, new initiative, important UGA news





Know Your Audience & Don't Try to Do It All

- Twitter + Instagram: YOUNGER
- Facebook: ALL AGES
- Don't jump on another outlet unless you are sure the audience is there and that you have a plan for how to use it



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Boosted Posts vs. Ad Campaigns

Also brought to you by Jamie Lewis

**I still reserve the right to say “I’m not sure, let me ask Jamie and get back to you.”*



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What's the Difference?

- **Boosting a post** is simple and be done for as little as \$15.
- You can target fans, friends, fans, and even exclude people who are already fans of your page.
- You can also target certain demographics – gender, geography, etc.

How to Boost a Post



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How to Boost a Post

Boost Post

AUDIENCE

- ☒ People who like your Page [?]
- ☐ People who like your Page and their friends [?]
- ☐ People you choose through targeting [?]

Cities ▼

+50 miles ▼

Location

Add cities...

If left blank, your ad will be delivered to United States.



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How to Boost a Post

BUDGET AND DURATION

Total budget ⓘ

\$15.00 ▼

Estimated People Reached ⓘ
1,400 - 3,600 people of 14,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day

7 days

14 days

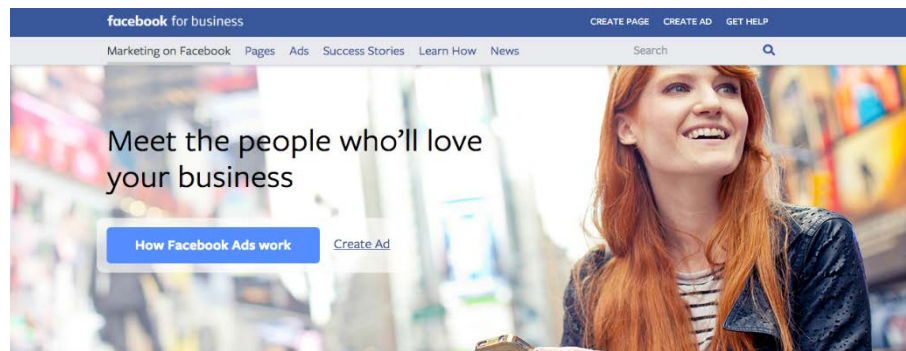
Run this ad until

2/25/2016 ⓘ

You will spend \$2.14 per day.

What's the Difference?

- **A paid social campaign** is run through Facebook's Ad Manager – facebook.com/business



Facebook helps you reach your business goals



Drive Online Sales



Increase Local Sales



Promote Your App



Raise Brand Awareness



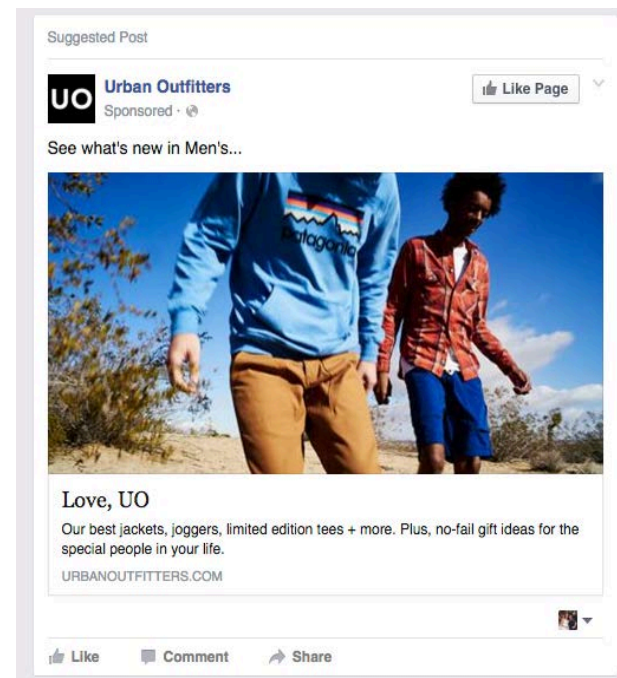
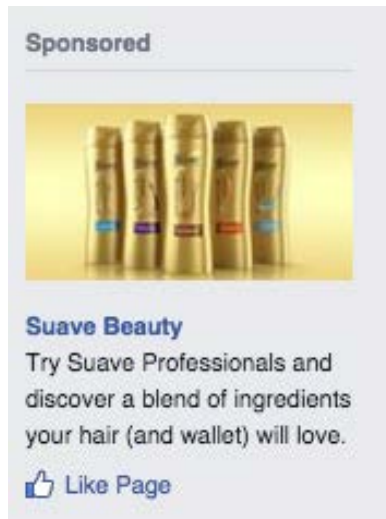
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What's the Difference?

- **A paid social campaign** can appear in the newsfeed or sidebar.



What's the Difference?

- **A paid social campaign** allows you to dive deeper into your target audience, but is more complicated to set up, requires advanced planning and likely requires assistance from the UGA team for visual assets, etc.

Which Should You Use? Pros

Boosted Post

- Simple to set up (<10 minutes)
- No UGA assistance necessary
- Special graphics are not needed

Paid Social Ad

- More advanced audience targeting

Which Should You Use? Cons

Boosted Post

- Less audience targeting capabilities

Paid Social Ad

- Requires more time to set up
- Requires advanced planning
- UGA assistance is needed for graphics
- Higher budget minimum (\$25)

Evites & Listservs



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Evites



You're Invited.

Jacksonville Bulldogs After Business Hours

Happy 2016! Join the Jacksonville Chapter of the UGA Alumni Association on February 3 at Aardwolf Brewing Company to network with fellow Bulldogs at one of Jacksonville's coolest breweries in San Marco.

Take this opportunity to catch up with old friends and make new connections with fellow alumni. This will be a great event to learn more about getting involved with your chapter.

See you there!

WHEN

Wednesday

February 3, 2016

5:30 - 7:30 p.m.

WHERE

[Aardwolf Brewing Company](#)

1461 Hendricks Avenue

Jacksonville, Florida



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Chapter Listservs

What is a listserv?

It is an email tool that allows chapter leaders to send an email to many people.

New!

All chapters will have access to a UGA listserv that can be used to communicate directly with constituents in your area.

Listservs

How do people sign up for the listserv?

- Opt-in listserv
- Have a listserv sign-in sheet at events
- Individuals cannot be involuntarily added
- Step-by-step instructions on Chapter Leader Resources page

How do I get access to the listserv?

- Chapter leaders must sign a Memorandum of Understanding in order to send emails via the listserv
- Alumni Association staff will add chapter leaders as administrators of the listserv
- Chapter leaders will be able to add people to the listserv

Listservs

How do I use the listserv?

- Alumni Association staff will give the chapter leader the email address of the listserv
- Example: AlumAthens@listserv.uga.edu
- An email addressed to this email address will send an email to all individuals who have signed up
- Only Alumni Association staff and trained chapter leaders have the ability to send emails via the listserv
- There is a no “reply all” feature



Listservs

Tips:

- Keep emails professional (you represent UGA)
- No promoting personal agendas
- Be brief
- Call to action: “Don’t forget to join us tomorrow at Creature Comforts for our Bulldogs After Business Hours at 5 p.m. Please bring a canned good item to benefit the Food Bank!”
- Don’t send more than one email per week
- UGA Alumni Association staff will be copied on all listserv emails

Logos & Merchandise



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Chapter Logos

All chapters will receive a logo that can be used on social media, emails, chapter web pages, etc.

Arch Chapters can use these logos on merchandise, such as T-shirts and koozies.

Arch Chapters may use other designs on merchandise, which they can create themselves (pending UGA approval) or request a design from the Alumni Association.

All designs must follow UGA's trademarks guidelines.

Guidelines

- **UGA's trademark policy applies to all artwork for chapter merchandise.**
- No alterations of UGA marks/logos are allowed. Prior to production, artwork must be sent to the Alumni Association for **legal** approval.
- **Only Arch Chapters are eligible to have chapter merchandise created.**
- All merchandise must be produced by a licensed vendor. If chapters do not have explicit permission from the Alumni Association, they are not authorized to use a mark, logo or verbiage.
- **It is the chapter's responsibility to obtain approval before printing. Chapters cannot print merchandise until official approval is granted.**
- The Alumni Association team will work directly with vendors to print all merchandise.

Other Merchandise

- **Business Cards**

- Chapters may use business cards to promote social media pages, engage new members and promote the chapter to local alumni.

- The Alumni Association will approve, print and ship.

- **If you are interested in other merchandise for your chapter (koozies, signage, etc.), contact the Alumni Association staff for assistance.**

T-shirts

- Please allow 1-2 months for T-shirts
- Arch Chapters
 - Can create their own T-shirts designs
 - Must follow merchandising policies and be approved by the Alumni Association
- Pillar Chapters
 - Can have T-shirts made with the UGA Alumni Association logo





Questions?



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