

DARCOMM 101

Kelundra Smith and Jamie Lewis



Alumni Association
UNIVERSITY OF GEORGIA



Who is DARCOMM?

Division of Development & Alumni Relations,
Communications



COMMUNICATION



*Comm.
Coordinator*
Danielle Bezila



*Comm.
Director*
Elizabeth Elmore



*Comm.
Coordinator*
Leigh Raynor



*Comm.
Coordinator*
Kelundra Smith

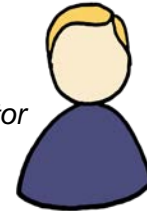
CREATIVE



Creative Specialist
Michelle Parkos



Creative Director
Tyler Daniels



Creative Specialist
Tristan McNeil

DIGITAL



*Digital
Director*
Buck Sharp



*Digital
Specialist*
Jamie Lewis

All report to Katie DeGenova, Executive Director of Communications



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Refreshed Logo and Branding

UGA launched a new brand identity system in the fall and we want you to be a part of it.





New Chapter Logos and Social Media Icons

- New social media avatars and new logos for printed materials, apparel, and giveaway items are here!
- A Dropbox link to download your chapter logo set will be sent to you next week.
- There is a [guidebook](#) in your chapter logo folder that details the difference between each file type and where to use each type of file. We have also added this document to the chapter leader resources page.



VERTICAL



UNIVERSITY OF
GEORGIA

Seattle Chapter
Alumni Association

SOCIAL MEDIA



HORIZONTAL



Seattle Chapter
Alumni Association

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alumni.uga.edu



Frequently Asked Questions

From chapter pages to posting photos on social media, we've got you covered.



Photography Do's and Don'ts



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What types of photos are best to post online?

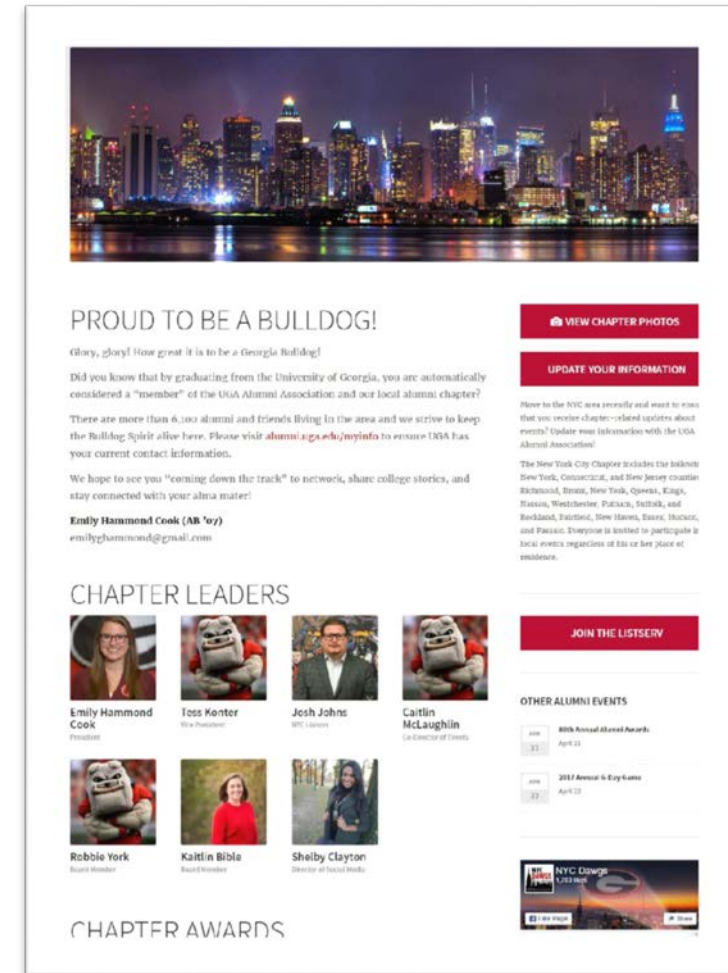
- Before uploading, ask yourself: If this was a photo of me that thousands of people could potentially see, would I be okay with it?
- Consider diversity in your photos, which includes, but is not limited to: race, sexual orientation, gender, ability and age.
- The Internet is a wonderful, but cruel thing. Do not upload unflattering photos of people with their eyes closed.
- If the photos are taken at an event where alcohol is served, avoid photos of people with drinks in their hands and avoid photos where the brand name of the beverages are easily legible. The only exception to this rule would be events at breweries, wineries distilleries.
- Do not upload photos that appear blurry or pixelated



What should be on my chapter web page?

The “Find Your Chapter” page of the Alumni website is consistently one of the most visited pages. For recent graduates and those moving from Athens to a new area the chapter web page for that city is their introduction to your chapter. Chapter pages should have:

- A listing of chapter leaders and contact information
- Upcoming events
- Listserv sign-up
- Photo gallery
- Social media feeds – Make sure you are posting at least once a week.
- Chapter awards (if applicable)



What are some best practices for social content?

- ✓ Short copy
- ✓ Engaging visuals
- ✓ Post consistently
- ✓ Think mobile first





UGA Alumni Association

Published by Jamie Lewis [?] · November 28 at 9:21am · 🌐

Devon Gales will always be a member of the Bulldog family.



Devon Gales' enduring bond with Georgia

How the worst moment of Devon Gales' life led to an enduring bond with the Georgia football program.

ESPN.COM

9,242 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️ Lauren Kane, Kelli Pickens Cravens and 130 others

Top Comments ▾

16 shares



UGA Alumni Association

Published by Jamie Lewis [?] · September 17 · 🌐

Go Dawgs! Beat Mizzou! #UGAvsMIZ



25,471 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️😄 Ray Shiver, Nancy Martin and 462 others

Top Comments ▾

216 shares



UGA Alumni Association

Published by Jamie Lewis [?] · September 3 · 🌐

All smiles from Hines Ward and Coach Kirby Smart after tonight's win over UNC! #UGAvsUNC



42,504 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️😄 Diane Harris Moore, Robert Capehart and 1.5K others

Top Comments ▾

92 shares



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Connecting with the Alumni Association



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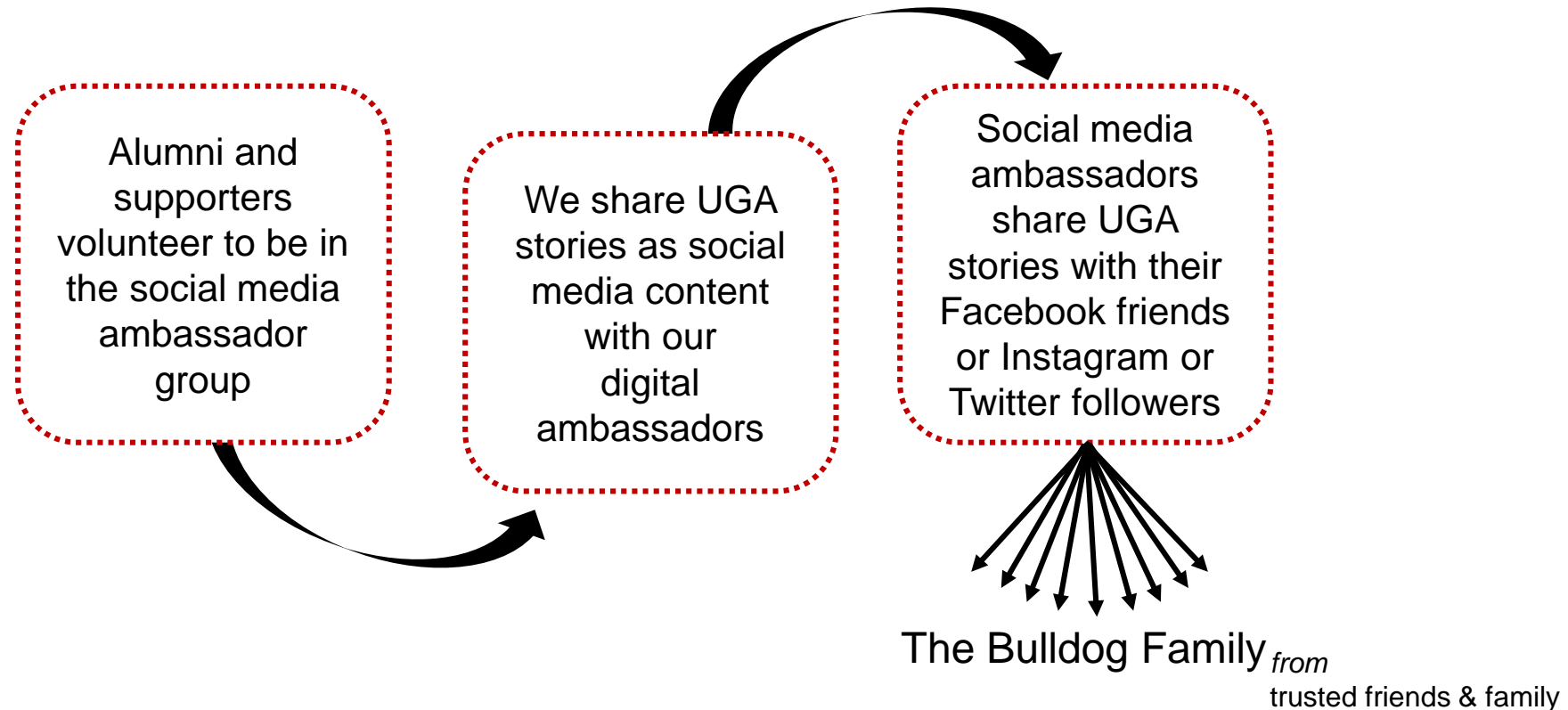
Stay in the Know

- 1. FOLLOW UGA & ALUMNI SOCIAL CHANNELS**
- 2. LIKE & SHARE CONTENT**
- 3. TAG THE ALUMNI ASSOCIATION**
- 4. BECOME A “DIGITAL DAWG”**



DIGITAL DAWGS

Social Media Ambassador Program



DIGITAL DAWGS

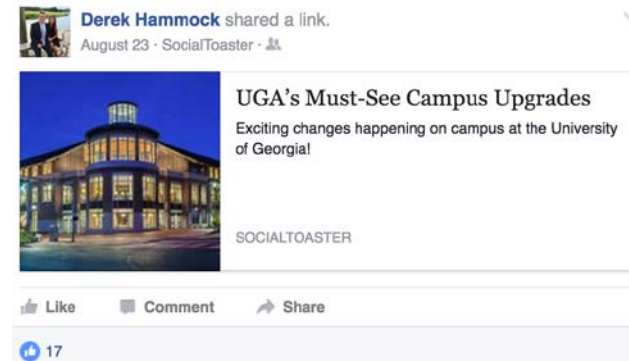


More than 300 alumni
and supports have
signed up to be

**social media
ambassadors**



More than **22K impressions**
in the last 30 days



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DIGITAL DAWGS

Social Media **Ambassador Program**

HOW TO PLAY

1. Anyone can join and sign-up is free.
2. Prizes are awarded randomly every month and can range from game day gear and gift cards to the UGA bookstore to merchandise from alumni-owned businesses.
3. When you receive an email from Digital Dawgs and click the content in it, it automatically publishes to your connected social media accounts.



Thank you.

Any questions?



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