Chapter Leader Onboarding

Module 5: University Branding & Chapter Communications

UNIVERSITY OF GEORGIA / ALUMNI

Intended Learning Outcome

Employ UGA brand guidelines for social media and Listserv account management to ensure consistency with university branding

Institutional Brand Guidelines

- **Utilize the UGA Brand Style Guide for all Chapter communications, social media posts, Listserv emails, etc.**

- Consistent branding is key to staying true to the University of Georgia

- The Brand Style Guide contains downloadable material, plus the information for the following:

  - **Writing Style**

  - **Key Strategic Brand Messages**

  - **Visual style**

  - **Social Media**

  - **Web and Digital**

  - **Trademarks and Licensing (includes protected logos)**

Social Media

- **All chapters must maintain active social media pages and should aim to post regularly (consider weekly to monthly)**

    - Having a strong social media presence is a great way to communicate directly with chapter members, show the personality of the chapter, and create an online community

    - Chapters should post monthly, at a minimum

- Chapters are permitted to have an account on social media platforms they would like

    - **Alumni Association staff must have administrative access to all chapter social media accounts**

Social Media Best Practices

- Check out the Social Media Best Practices on the [Chapter Leader Resource page](#)

  - **Assess the goals of your channel before creating or sharing a post**

  - **Follow brand guidelines when you create content**

  - **Create a content calendar to help maintain a steady posting schedule**

  - **Share content from other UGA accounts ([UGA Alumni](#), [UGA Today](#), [The Red & Black](#), etc.)**

  - **Encourage volunteers in your chapter to like, follow, and share your chapter's social posts**

  - **Evaluate content before you share or promote it, as your Chapter social media accounts reflect UGA**

  - **Understand that UGA attracts a lot of attention - be smart about what you post**

Social Media How-To Guides

- These How-To Guides can be found on the

  Chapter Leader Resource Page

  - **Facebook**

  - **Instagram**

  - **Twitter/X**

  - **LinkedIn**

Listserv

- **A listserv is an email tool that allows chapter leaders to send an email to many people**

- All chapters have access to a UGA listserv that can be used to communicate directly with engaged constituents in their areas who **opt-in to receive listserv communications**

  - Chapter leaders are able to send messaging, event announcements, etc. as they need

Listserv How-To Guide

- Look over the Listserv How-To Guide found on the Chapter Leader Resources page to learn:

  - **How to become a Listserv Administrator**

  - **How to send an email to a Listserv**

  - **How to add individuals to or remove individuals from a Listserv**

    - Individuals can complete the Listserv Sign-up Form found on the Chapter Leader Resources page, and Alumni Association staff will add them to the requested Listserv

Listserv Tips

- Include a call-to-action in the first paragraph (ex. Register for our Reception today!)

- Try to send no more than one email per week

- Emails that are brief are more likely to be read by recipients

- Best practices for listserv messages include:

  - **Mention the chapter name in the subject line or at the top of the email**

  - **Include a greeting and a signature from whomever is sending the email**

  - **Use proper grammar and formatting**

  - **Use appropriate language**

  - **Be positive and spirited!**

Communications Resources

- All the resources (and more) discussed in this module can be found on the Chapter Leader Resources page

End of Module Quiz

- After reviewing **Module 5: University Branding & Chapter Communication**, complete the following quiz. Alumni Chapters staff will review your responses.

  - [Module 5 Quiz](#)