UNIVERSITY OF GEORGIA
Development & Alumni Relations

SETTING UP A FACEBOOK ACCOUNT FOR A NEW CHAPTER

Group or page?

If your chapter is making a Facebook account to connect with alumni in your area, you'll have to decide whether to make a page or a group. We recommend that you create a page. This makes it easier to connect with everyone on Facebook. This also allows you to co-host events with the main UGA Alumni page.

How to name your page

To keep names consistent, we suggest naming your page "YOUR CITY Chapter of the UGA Alumni Association." For example, Athens Chapter of the UGA Alumni Association.

How to gain followers

You can "invite" people to like your page on Facebook. Encourage your chapter leaders to do this with Bulldogs they know in the area. It is also worth making a post that your chapter members can share to encourage people to like your page.

How often to post

We recommend posting at least once a week on your chapter's Facebook page. This could be something as simple as resharing the main UGA Alumni page's post. The more active your account is, the more engaged your chapter will be.

For all official UGA Alumni Chapter Facebook pages, you should add the Alumni Relations Facebook account "Wray Nicholson" as an admin. This ensures continuity with the page and chapter leadership.

If you need help with anything to manage your chapter's Facebook page, please visit ***www.facebook.com/help*** *or email* ***alumnichapters@uga.edu****.*

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SETTING UP AN INSTAGRAM ACCOUNT FOR A NEW CHAPTER



How to create an Instagram account

Sign up for an account using an email account, preferably one that is chapter-specific. For example, ugaathensarea@gmail.com. Make sure you add your profile photo.



How to name your Instagram

To keep names consistent, we suggest naming your page *@YOURCITYdawgs* or *@dawgsinYOURCITY*. For example, **@nycdawgs** or **@dawgsinvegas**.



How to gain followers

Make a post on your personal Instagram or Instagram story asking people to follow your chapter's page. This is a great way for people to see your new Instagram account.



How often to post

We recommend posting at least once a week on your chapter's Instagram. This could be something as simple as resharing the main UGA Alumni page's post. The more active your account is, the more engaged your chapter will be.

If you need help with anything to manage your chapter's Instagram page, please email ***alumnichapters@uga.edu****.*