Social Media Best Practices

Overview

Reaching your audience is your Alumni Council or Chapter's superpower! Your social media accounts are the most specific, focused way for the Bulldogs to see UGA content, and it's specialized for them in a way the main UGA social media accounts are not.

Best Practices

- **Assess the goals of your channel** before creating or sharing a post. Is the post helping drive engagement, create awareness, or generate support for UGA? Ensure your content fits into the larger plan of your Council or Chapter's social accounts.
- **Follow brand guidelines** when you create content. This could mean looking at the main UGA brand guidelines or social toolkits when available.
  - Canva is a great user-friendly resource for creating social graphics.
- **Create a content calendar** to help maintain a steady posting schedule throughout the semester and engage alumni in your area! This could include nostalgic content, campus happenings, events in your region, or exciting updates. There are many tools to help with this. Plus, some platforms offer free versions of their services to help with scheduling or planning!
  - Meta (Facebook + Instagram) has a built-in scheduler for business accounts.
  - Setting up a Google Sheet is a fast and easy way to share plans with your team!
- **Establish a Linktree or other link-sharing site**. This allows you to have one central spot to link out to event details, photo albums, and more!
  - Instagram does not allow clickable links in their captions and non-verified businesses on Facebook are limited to just two links per month.
  - Include the event registration link or donation page in your Linktree and include "link in bio" language on your post to drive traffic to these pages.

- **Share content from other UGA accounts.** Not all posts have to be original, you can share posts from @UniversityofGA, @UGAAlumni, and other schools/colleges on campus!
- **Encourage volunteers in your chapter or on your council to like, follow, and share** your social post to amplify the content. Utilizing your individual networks can help grow your presence!
- **Evaluate content before you share or promote it**. As representatives of UGA Alumni, each chapter or council's social media channels serve as a direct reflection of the University of Georgia and Development & Alumni Relations.
    - UGA does not condone violence of any kind. Make sure you're not sharing content that promotes violence, fighting, cussing, or excessive alcohol consumption.
    - Posts should not use derogatory language that demeans UGA or other institutions.
    - Individual chapters and councils should avoid fundraising for outside non-profit organizations.
- **Refrain from using AI-generated images on social media**, especially of UGA marks and identities, including but not limited to Uga, Hairy Dawg, Spike, UGA logos, and the Georgia G. Along with that, we refrain from defaming other schools or highlighting them in a negative manner.
- **Make sure to tag @UGAAlumni** in your posts so that the Communications team can amplify and reshare your Council or Chapter's social posts!
- **Understand that UGA attracts a lot of attention during certain times of year**, specifically football season, and we need to make sure our presence is consistently positive. We want to create a warm and friendly community online.

If you have further questions regarding social media best practices for your Alumni Council or Chapter, please reach out to your Alumni Relations liaison.