DARCOMM 101

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Who is DARCOMM?
Division of Development & Alumni Relations, Communications
All report to Katie DeGenova, Executive Director of Communications
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.
Frequently Asked Questions

From chapter pages to posting photos on social media, we’ve got you covered.
Photography Do’s and Don’ts
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
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

Like Comment Share

Like Comment Share

Like Comment Share

Like Comment Share

92 shares

216 shares

42,504 people reached

25,471 people reached

Top Comments *

Top Comments *

Top Comments *
Connecting with the Alumni Association
Stay in the Know

1. FOLLOW UGA & ALUMNI SOCIAL CHANNELS
2. LIKE & SHARE CONTENT
3. TAG THE ALUMNI ASSOCIATION
4. BECOME A “DIGITAL DAWG”
Social Media Ambassador Program

Alumni and supporters volunteer to be in the social media ambassador group.

We share UGA stories as social media content with our digital ambassadors.

Social media ambassadors share UGA stories with their Facebook friends or Instagram or Twitter followers.

The Bulldog Family from trusted friends & family.
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
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?