

## Social Media Best Practices

### *UGA Alumni Chapters*

#### Overview

Reaching your local audience is your Chapter's superpower! Your social media accounts are the most specific, focused way for the Bulldogs in your area to see UGA content, and it's specialized for them in a way the main UGA social media accounts are not. These channels allow UGA Alumni to post, share, connect, and create a community with fellow Bulldogs. Because of you, Bulldogs #NeverBarkAlone!

#### 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 Chapter's social accounts.
- **Follow brand guidelines** when you create content. This could mean looking at the main [UGA Brand Guidelines](#), [Alumni Brand](#), [Chapter's Style Guide](#), or social toolkits when available.
- **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.
  - [Hootsuite](#) is a platform that allows a variety of scheduling solutions.
  - [Airtable](#) serves as an upgraded calendar to see all your plans in one place.
  - Setting up a [Google Sheet](#) is a fast and easy way to share plans with your team!
- **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 to like, follow, and share** your chapter's social post to amplify the content. Utilizing your individual networks can help grow your chapter's presence!
- **Evaluate content before you share or promote it.** As representatives of UGA Alumni, each chapter's social media channels serve as a direct reflection of the University of Georgia and the Alumni Association.
  - 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 should avoid fundraising for outside non-profit organizations.



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- **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 Chapter, please reach out to [alumnichapters@uga.edu](mailto:alumnichapters@uga.edu).