

Social Media 101



Warm Up

Which Social Media platforms does your chapter use?

Which Social Media platforms would you like to see your chapter use?

Which Social Media platform do you think is the most valuable when it comes to chapter engagement?



BE TRANSPARENT

Represent yourself accurately

Be transparent about your role at UGA.

Do not speak on behalf of the university

Indicate that your posts represent of your personal views and not the opinions of the university.

Be cautious about endorsement

This could constitute a conflict of interest for UGA.



BE THOUGHTFUL

Present yourself professionally online

As a member of the university family, you are a reflection of other UGA faculty/staff, managers, donors, etc.

Know your audience

Be mindful of what is considered appropriate behavior in different countries and cultures around the world and of how your words, actions, and images may be perceived.

Think before you post

Anything you share on social media is not guaranteed to stay private.



BE RESPONSIBLE

Be aware of liability

You are responsible for what you post on your own site and on the sites of others.

Admit when you make mistakes

Correct or remove inaccurate information quickly. Be honest and transparent about the error.



BE RESPECTFUL

Add value to the conversation

Social media provides a place to foster community and conversation.

Moderate conversation on your channels

Positive and negative content are legitimate parts of any conversation.



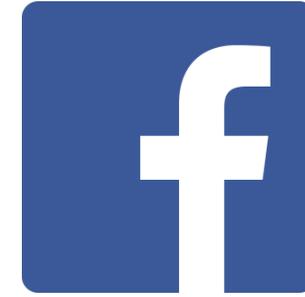
BE HELPFUL

If you receive complaints about service or other issues, and you have the authority to resolve them, do so quickly and effectively.

If you do not have the authority, or a member of the media or press contacts you about posts made on social media that relate to UGA, please connect with the Alumni Chapters team immediately.



KNOW WHAT WORKS



Twitter = short and direct

Facebook = engaging, shareable media

Instagram = visual storytelling



Social Media Platform Best Practices

Platform	Description	Audience	Best for	Important Features
Facebook	Largest social platform in the world.	All	Humanizing brands through storytelling. High quality visuals and conversational engagement with audiences.	Photo and video use is extremely, especially live video and interactive panorama photography. Make sure photo/video is top quality. Hashtags are not often used. When possible, leverage tagging of followers or other pages in photos or posts.
Instagram	Social networking with photos.	18–25	High-quality visual storytelling, including campus scenery and nostalgic photos.	Photo and video must be compelling. Hashtags and emojis are used frequently. Tag followers and locations in photos when possible.
Twitter	Real time social sharing with only 140 characters	All	Showcasing influence and relevancy via real-time sharing of news and trending topics	Tweets should include a photo always. Hashtags and emojis are used frequently. Tag accounts in photos when possible



VISUALS. VISUALS. VISUALS.

313% more engagement on posts with a visual.

- Photos 📷
- Emojis 😊
- Infographics 📊

Get creative with media types

Attention spans are short and you have to work to get followers' attention.



UGA @universityofga · Oct 6

A record-breaking 19 #UGA students and alumni were offered Fulbright awards for 2016-2017.

t.uga.edu/2F2



UNIVERSITY OF GEORGIA

POINTS OF PRIDE RESONATE

 **UGA Alumni Association** ✓
Published by Jamie Lewis [?] · September 9 · 🌐

Business Insider just named the University of Georgia the No. 4 best college where students love life. Tell us - what did you love about life at UGA?



25 colleges where students love life
These schools offer top-notch campuses, great local areas, and plenty of social opportunities.
BUSINESSINSIDER.COM

30,241 people reached [Boost Post](#)

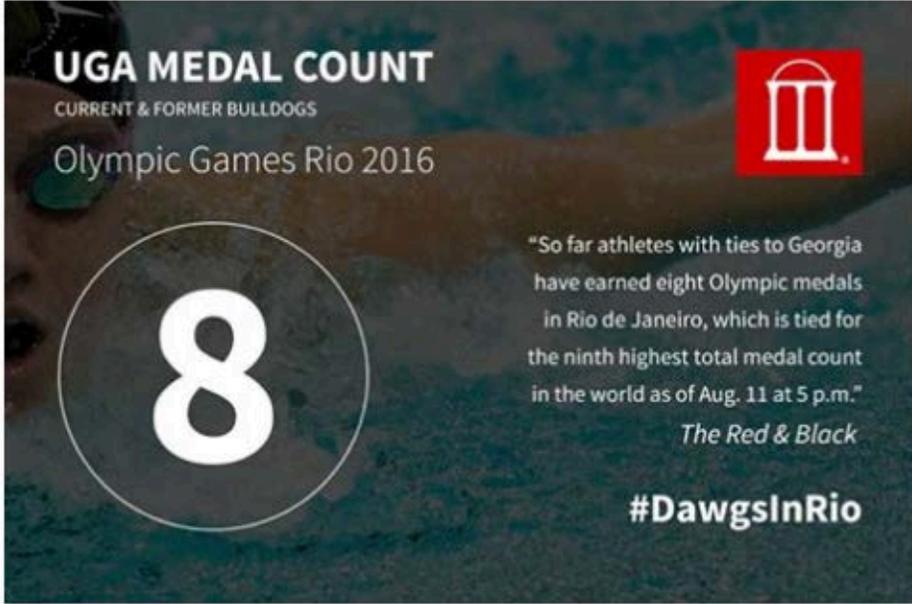
👍 Like 💬 Comment ➦ Share

👤 Meredith Page, BG Walton and 378 others [Top Comments](#)

77 shares 21 Comments

 **UGA Alumni Association** ✓
Published by Jamie Lewis [?] · August 12 · 🌐

Dawgs on top in Rio!



UGA MEDAL COUNT
CURRENT & FORMER BULLDOGS
Olympic Games Rio 2016

8

"So far athletes with ties to Georgia have earned eight Olympic medals in Rio de Janeiro, which is tied for the ninth highest total medal count in the world as of Aug. 11 at 5 p.m."
The Red & Black

#DawgsInRio

23,667 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Mark Appleford, Kala Chandramouli and 515 others [Top Comments](#)

146 shares 6 Comments

BE TIMELY AND RELEVANT

Utilize timely topics

Boost exposure with trending hashtags and relevancy.

Start by planning content around holidays and major news events.



UGA Alumni @ugaalumniassoc · Sep 29

Did you know @JitteryJoes head roaster, Charlie Mustard, is a @universityofga grad from the Class of 1997? #NationalCoffeeDay



Jittery Joe's



9 27

ENGAGE YOUR FOLLOWERS

Build community through conversation

- Ask questions to encourage response
- Like and reply to tweets and comments regularly

UGA Alumni Retweeted



Mike Horn @MikeHornatTerry · Sep 30

My fave is @TerryCollege alum @BenjaminSWatson! #GoDawgs



UGA Alumni @ugaalumniassoc

.@FootballUGA has had many legendary players over the years. Who is your favorite? RT with your answer!



UGA Alumni @ugaalumniassoc · Oct 25

Hey @DCDawgs! Can you help Tyler pick a game watching location?

TDub @TylerDawgden

@ugaalumniassoc Which is the most Dawg friendly of the three DC alumni watch party places?





SOCIAL MEDIA OVERVIEW

- Nearly 20% of time spent online (desktop and mobile) is spent on social media
- Social Media vs Email
 - Social media = more sticky/viral content
 - More audience engagement
 - Newsfeed Vs. Inbox
- In 2015, time spent in mobile apps surpassed time spent watching TV for the first time ever



What's Next

- Please go to your assigned breakout room.
- You will find the room number you need to be in on the back of your nametag