Social Media 101

I'm also on Facebook and the Twitter.
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?
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.
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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
<th>Audience</th>
<th>Best for</th>
<th>Important Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Largest social platform in the world.</td>
<td>All</td>
<td>Humanizing brands through storytelling. High quality visuals and conversational engagement with audiences.</td>
<td>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.</td>
</tr>
<tr>
<td>Instagram</td>
<td>Social networking with photos.</td>
<td>18–25</td>
<td>High-quality visual storytelling, including campus scenery and nostalgic photos.</td>
<td>Photo and video must be compelling. Hashtags and emojis are used frequently. Tag followers and locations in photos when possible.</td>
</tr>
<tr>
<td>Twitter</td>
<td>Real time social sharing with only 140 characters</td>
<td>All</td>
<td>Showcasing influence and relevancy via real-time sharing of news and trendings topics</td>
<td>Tweets should include a photo always. Hashtags and emojis are used frequently. Tag accounts in photos when possible.</td>
</tr>
</tbody>
</table>
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.
POINTS OF PRIDE RESONATE

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

23,667 people reached

Dawgs on top in Rio!

“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
Utilize timely topics
Boost exposure with trending hashtags and relevancy.

Start by planning content around holidays and major news events.
ENGAGE YOUR FOLLOWERS

Build community through conversation

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