Impactful Online Presence: Engaging Alumni with Social Media

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Facebook Page vs. Group

- Benefits of a Facebook page:
  - Access to analytics
  - Ability to manage notifications and messages
  - Targeted messaging

Analytics

- Why should you check out analytics?
  - FREE data!
  - Information about audiences
  - Analyzes content types
  - New local analytics feature

Social Posts

- Consider the overall goals of your page
- Frequency/timing
  - How much is too much?
- Content types
  - What's the most popular?

Social Content

- Where to find ideas?
  - Alumni Association website
  - UA website
  - UA primary social accounts
  - UA social accounts (see official directory)

Original Content Ideas

- Scholarship students
- Upcoming chapter events
- Bama Bound send-off parties
- Notable University accomplishments
- Chapter recruitment
- #AlumniOfUA; #BamaPride

Sharing

- UA-affiliated social accounts may share content that is appropriate for your audience. Regularly check on:
  - National Alumni Association
  - Primary UA accounts
  - Pages affiliated with colleges/schools/departments
  - Big Al

Content Examples

- www.ua.edu

- http://alumni.ua.edu/

- https://www.facebook.com/universityofalabama/

- https://www.facebook.com/alabamaalumni/
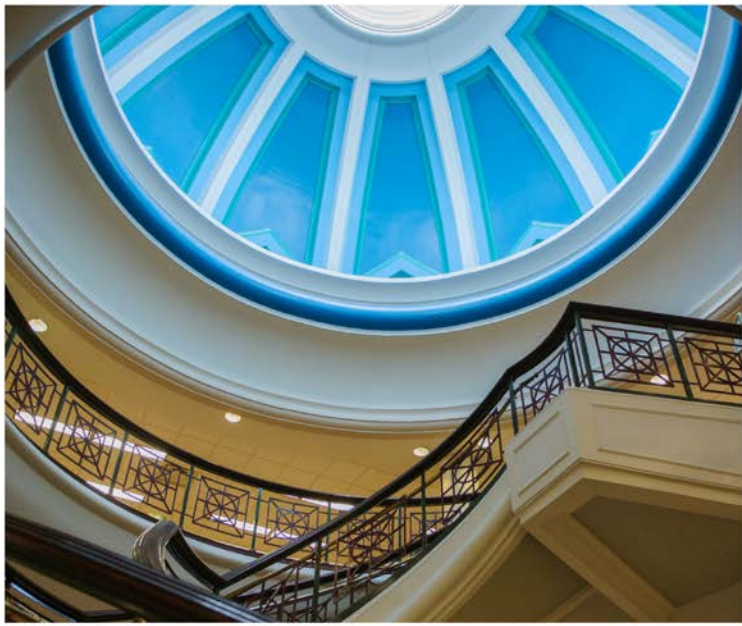
Top Social Media Do's and Don't's

Social Media Do's

- Listen, assess, adjust
- Publish content regularly
- Be prepared to respond to questions/feedback
- Always reflect the University in a positive manner

Social Media Don't's

- Respond on a whim
- Make posts too long
- Neglect your social presence
- Post the same information back-to-back
- Engage with trolls

Highlights

- Visual content is more engaging

- Analytics will be your friend!

- Seek out interesting content that provides value to your audience

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SOCIAL MEDIA DECISION TREE

Listen, Assess, Respond

The Division of Strategic Communications recommends that you refrain from deleting comments or posts unless they contain hate speech, profanity, spam/links, advertisements or political endorsements.

Fair and balanced? —NO→ **Unhappy stakeholder?** —NO→ **Troll?**

Fair and balanced? —YES↓
- **Sensitive topic?** —NO→ **Respond appropriately**
- Sensitive topic? —YES↓
  - **Provide alternative method of contact (phone #)**
    - —YES→ (to Sensitive topic?)
    - ↓ **Respond and engage privately**

Unhappy stakeholder? —YES↓
- **Genuinely misinformed or mistaken?**
  - —YES↓ **Sensitive topic?**
    - —NO↓ **Take care to respond with correct information**
  - —NO↓ **Sarcasm or ridicule?**
    - —NO→ **Take care to respond with correct info**
    - —YES↓ **Monitor, but do not engage**
      - ↓ **Refer to social media guidelines if needed**

Troll? —NO→ **Are they consistently posting negative or antagonistic comments?**
- —NO→ **Monitor**
  - ↓ **Refer to etiquette guidelines if needed**
- —YES↓ **Monitor**
  - ↓ **Refer to etiquette guidelines**
    - ↓ **Take further action if needed** —→ **Do not engage**