# Social Media Resources for Alumni Volunteers

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Benefits of Social Media

Humanization

Having a consistent and engaging social media presence provides your group with a voice that people may not otherwise connect with from traditional forms of outreach.

Increased Loyalty

Brands who engage on social media channels enjoy higher loyalty from their customers. This loyalty will translate into converting visitors to the website and pride for Rutgers.

Improved SEO Ratings

Search engines calculate rankings using social media presence as a significant factor, because strong brands almost always use social media. Being active on social media could act as a signal to search engines that your group is legitimate, credible and trustworthy.

Richer Experience for Audience

Every interaction on social media is an opportunity to publicly enrich the relationship with your audience. It’s a personal experience that lets the audience know they are cared about.

Audience Insights

Social media affords us with the opportunity to gain valuable information about what our audience is interested in and how they behave. Our learnings will help us craft meaningful messages on all channels.

Your voice on social media should be: Friendly, welcoming, informed, smart, and energetic.

The goal of social media is to make alumni feel: Welcomed, understood, celebrated, and proud.

Best Uses for Social Media Channels

Twitter

Twitter is a great platform for quick, consistent, and engaging interaction. It is one of the few places where you can start conversations with CEOs, authors, politicians, celebrities, brands, and major companies.
Quick tips:

- Relevant hashtags should be used as often as possible to portray your affiliation with the university and RUAA. Recommended hashtags include:
  - #ScarletForever
  - #RutgersAlumni
  - #RutgersPride
- Tweets should be short and concise because of limited character counts
- Use pictures, gifs, or videos whenever possible to catch the attention of your followers
- Follow all official Rutgers University and RUAA accounts to keep in touch and informed
- Tag @rutgersalumni in your tweets so that they can be shared

Recommended post frequency: 1-2 times each day, 4 days each week

**Facebook**

Easily share articles, photos, or event information on Facebook. If you’re looking for a place to foster a sense of community within your group, consider creating a Facebook group. There, you can ask members questions with polls, share news articles, promote events, and share photos.

Recommended post frequency: Once each day, 3 days each week

**Instagram**

Instagram is best for sharing imagery that evokes feelings of memories, belonging, and community. This includes photos of campus or group members at events.

Quick tips:

- Captions should be concise, but can be playful or casual
- Reposting content from followers is recommended and celebrated on the platform
- Use recommended hashtags for easily accessible connections on topics that users can follow or search for

Recommended post frequency: Once each day, 2-3 days each week

**Monitoring Your Accounts**

It is best to check in on your accounts 1-2 times each day so you don’t miss any comments or direct messages that may need a quick response. To keep your channels active and engaging, reply to comments and like posts you’re tagged in to keep conversations flowing.

There may be times when a follower leaves an inappropriate comment on your page or tags you in an inappropriate post. Here are guidelines to help you manage these situations:

- Hide the comment. Hidden comments are only visible to the individual who wrote the comment and their friends. Comments can be hidden if they:
- Threaten you, your organization, or a group of people.
- Contain expletives or foul language.

- Send a direct message to the individual responsible for the inappropriate behavior. Here is a typical message:
  - “Hi there. Your comment on XX post is inappropriate for XX reasons, and we will have to ask you to remove it. We do not condone this type of behavior. Our account is a safe space for Rutgers alumni to connect, and this type of behavior does not support our mission. Thank you for understanding and for supporting (club name).”

- Escalate the situation to your RUAA liaison. The RUAA liaison should then contact the RUF communications team to alert them of the situation.

- Mute or block the individual from your page if the inappropriate behavior continues.

**Note:** Comments, posts, or tags can never be deleted in order to comply with the First Amendment.

**Content Resources**
Please see here for a list of news sources spanning research, academic programming, alumni news, and donor impact.

- Rutgers Today
- Rutgers Magazine
- Alumni News and Stories
- Foundation News and Stories
- Rutgers-Newark news
- Rutgers-Camden news
- Rutgers Health news

**Sample Account Bio**
The Rutgers Club of (City) connects Rutgers alumni with one another while strengthening their connection to the university. #ScarletForever

- Include your mission statement
- Tag the Rutgers University Alumni Association account and other relevant accounts
- Include “official chartered organization of the RUAA”
- Use your brief summary from your profile page on Ralumni.com

**Hashtags to Use**
- #ScarletForever
- #RutgersAlumni
Accounts to Follow

- Rutgers University
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
- Rutgers University Alumni Association
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
- Rutgers University Foundation
  - Facebook
  - Twitter
  - LinkedIn
- Browse the list of chartered alumni groups to locate them on social. Follow other groups, share their content, and tag them in your posts to further your reach.
- The university’s social media directory lists accounts across the university, including schools, units, and administrative divisions. This is a great resource to locate accounts that are relevant to your group’s interests.

Tips for Success

- Before posting content to your channel, ask:
  - What is the purpose of this post?
  - What outcome do we want?
- Consider frequency, timing, and relevance of your posts.
- Make sure you have the photo rights to a photo you are posting or giving the photographer credit.
- Mention/tag other university constituents (always the RUAA!) to build better momentum.
- Share the group’s content to your personal account for more promotion.
- Be kind and responsive to comments. Thank people for reaching out or for their input.