



RUTGERS

University Alumni Association

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

This list is written in order of most beneficial to your audience

Facebook Group

Easily share articles, photos, event information, and communicate with other alumni in a Facebook group. The group will be set up as a private group with membership questions. Alumni leaders and staff partners will manage approving membership requests.

Quick tips:

- Link your group to the [RUAA Facebook page](#) so it is easily accessible to Rutgers alumni on Facebook

- Facebook groups allow members to communicate with each other fostering a community environment
- Create a Facebook event hosted by your group to promote an upcoming event
- Keep in mind that 46% of RUAA Facebook followers are ages 25-54

Recommended post frequency: 2 to 3 times per 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. Follow and engage with all official Rutgers University and RUAA accounts to keep in touch and informed.

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
- Keep in mind that 51% of RUAA Instagram followers are ages 18-34
- Tag @rutgers_alumni in your posts so that they can be shared
- Stories are a quick and easy way to keep your page active in between posts. You can also share posts to your story if you've been tagged or if the post is relevant to your audience.
- Other opportunities for engagement include Instagram Live, reels, and uploading video content to IGTV.

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

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, and #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

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.

Social Media Metrics

To better understand the performance of your social media channels, there are a few key performance indicators (KPIs) you'll want to keep track of:

- **Engagement** includes the amount of likes, comments, shares, and link clicks that your content receives. Engagement rates show how interested your audience is in your content, and they also affect the algorithm for each of your users. If a user engages with your content, the more likely your posts are to appear on their newsfeed moving forward.
- **Reach** indicates how many users are seeing your content. This number can be misleading at times as it only shows how many people *potentially* saw your post or that it was made available. Unlike engagement, which has definitive answers such as x amount of likes, reach is an estimate.
- **Followers**, the total number of people following your brand on social media, indicates your reach. Posting frequently, tagging relevant accounts, and using hashtags are all tactics that will help you increase your follower counts.

It is recommended that you analyze these KPIs on a quarterly basis to see trends in your data over time. If your Facebook, Twitter, and Instagram accounts are set up as business profiles, you'll be able to analyze this information on the insights pages that these channels provide. If this is not an option for you, please contact your RUAA liaison for guidance on manually tracking this data. If you are also interested in running social media advertisements, please contact your RUAA liaison.

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](#)
- Logos for profile pictures

Hashtags to Use

- #ScarletForever
- #RutgersAlumni
- #RutgersPride
- #RutgersImpact

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 media. 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

- For pre-written social media content for major events and initiatives, [sign up](#) for Scarlet Voice. When registering, you can choose to link to your club's social media channels or your personal social media channels for easy sharing of information.
- 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.
- Cross promote as much as possible:
 - Mention/tag other university constituents (always the RUAA!) to build better momentum.
 - Mention/tag as many relevant accounts to your post as possible so they can share the post and reach more followers
 - Submit a [comm request](#) to ensure the RUAA social accounts like/share/retweet/repost when possible
- 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.

Requesting Social Media Support

RUAA clubs and chartered organizations can request the following social media support:

- Request RUAA social media channels follow your club on LinkedIn, Facebook, Twitter, and Instagram

- Request RUAA social media channels share your club’s post on LinkedIn, Facebook, Twitter, and Instagram story
- Request RUAA social media channels like your club’s post on LinkedIn, Facebook, Twitter, and Instagram

Social media requests typically have a 24 hour turnaround, but may take up to 3 business days.

How to Request Support

Submit a request ticket and follow the instructions at support.rutgers.edu/commshelp/.

Select **“Alumni Club or Chartered Organization (volunteer)”** as your role.

Please select your role at Rutgers *

Alumni Club or Chartered Organization (volunteer) ▼

Select your team

- Rutgers University (All Schools/Colleges/CLUs/departments)
- Rutgers University Foundation
- Rutgers University Alumni Association
- Alumni Club or Chartered Organization (volunteer)**
- RUF Communications Team (Internal request)

Select **“Social Media Request”**.

What do you need help with today? *

- Create event registration page (CVENT request)
- Create and send email broadcast (Marketo request)
- Add my event to the RUAA website (Ralumni.com/events)
- Create a vanity URL for my event or club page
- Social Media Request**

Follow the instructions on the form.

Approval Process

In order to submit this request, you must have an official RUAA club social media account. Official club accounts are listed on corresponding club pages. The RUAA will not approve requests for personal accounts. Club pages can be found here: alumni.rutgers.edu/get-involved/clubs-and-groups/

If your club's official social media account is not listed on your club page, you can submit a website request to have it added. Your social media account will be reviewed by your staff contact and verified before it is added online.

If your request is approved your content will be liked or shared within 72 hours (or less) and your staff contact will be notified.

Please note, a request is not an automatic guarantee your post will be liked or shared. The RUAA social team reserves the right to curate the RUAA social channels as they see fit. Reasons for denial may include (but are not limited to): frequency of requests made, inappropriate content, content inconsistent with RUAA's brand and mission, copyright violations, violation of Rutgers sponsorships and endorsements policies, or the content does not meet legal or accessibility requirements.