

ALUMNI

CHAPTER SOCIAL MEDIA

Social media, when used correctly, is a powerful and easy tool through which to disseminate information quickly and to a large audience. Ideally, social media can be used to create a fun and informative online atmosphere to, ultimately, drive your target audience to act, whether that be joining the chapter, updating their alumni information, attending local events or meetings, participating in fundraising goals (chapter or university), and more!

If you have any questions about social media, please contact your chapter liaison.

GENERAL GUIDELINES

- Start simple. We recommend starting with Facebook and creating a page versus a group. Pages deliver more credibility and are less demanding for admins.
- Use your [official chapter social media logo](#) to create brand credibility for your page and to differentiate your page from general fan pages that are not affiliated with the university.
- Use your official name given by the Office of Alumni Relations: (Location) UT Alumni Chapter.
 - By using the official name, alumni and friends can easily find a list of chapter accounts when searching “UT alumni chapter”. This also helps the Office of Alumni Relations in tagging your chapter in post!
- Choose a cover photo or Twitter background that reflects UT’s brand or the city where your chapter is located. Download an image from [Dropbox!](#)
- Create an online community for your chapter. Not everyone may be able to attend events, but they can feel like they are a part of your family with digital interaction.

KNOW YOUR PLATFORMS

Audiences and content differ across platforms.

Broadly speaking:




- Facebook is ideal for most forms of content (visual, news, events, games, etc.)
- Instagram is all about the visuals. Pretty pictures, eye-catching videos.
- Twitter rewards content that’s timely, brief, and clever.

HOW TO FIND GOOD CONTENT

You are encouraged to interact with other official university social media accounts through tagging, mentions, shares, comments, and retweets. Such interaction leads to cross-promotion, which is likely to increase awareness and create a uniform message to followers.

1. Follow UT Knoxville Alumni on social media and share our posts.
2. Follow other university organizations on social media.
3. Visit alumni.utk.edu frequently for alumni news and updates.
4. Keep an eye out for UT email newsletters for interesting campus related content.

UT Knoxville Alumni

-  facebook.com/tennalum
-  [@tennalum](https://twitter.com/tennalum)
-  [tennalum](https://www.instagram.com/tennalum)
-  [University of Tennessee](https://www.linkedin.com/company/university-of-tennessee)
-  [University of Tennessee, Knoxville Alumni](https://www.youtube.com/channel/UC...)

Serving as a Representative of the University

Please keep in mind that you are a representative of the university and that any information posted is a direct reflection upon UT’s image and reputation, both positively and negatively. We encourage posting information that is respectful of all people and organizations and will reflect positively on the institution.

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PROMOTING EVENT SPONSORS ON SOCIAL MEDIA

When using an event sponsor logo on your social media accounts, be mindful of how you are positioning the other company in relationship to the university. It should not look like your chapter is endorsing the sponsor. It should not be an ad for the sponsor. You need to position it as the other company is sponsoring an event that your chapter is hosting.

Properly position sponsor logos within an event:

- The sponsor should be endorsing the event, not the university or your chapter.
- The sponsor logo or name should be preceded by a phrase “Sponsored by”, “Presented by”, or “Thanks to our sponsor”
- Include the date, time, and a clear call to action, like “Sign up now!” or “Join us tomorrow!”

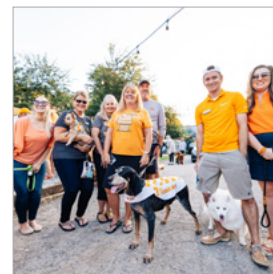
CONTENT IDEAS AND SUGGESTIONS

- Post frequently to help build UT’s reputation. Content can include:
 - University news and points of pride: alumni.utk.edu/stats
 - Chapter events, news, and programming
 - Accomplished alumni or an alumni in your chapter that is demonstrating the Volunteer spirit
 - Tennessee Athletics
 - Nostalgia (#ThrowbackThursday, traditions, campus photos)
 - #UTGratitude (thank donors and show the impact of funds)
- Include a photo or video in your posts.
 - Be sure to mix up your content so that your timeline has a diverse collection of visuals to attract the attention of multiple audiences.
- Less is more when it comes to social media.
 - Keep messages short, simple, and easy to understand.
- Post often, check in frequently, respond to comments and questions, etc.
- Including your chapter logo isn’t necessary on graphic posts since your logo is already there as your profile photo.

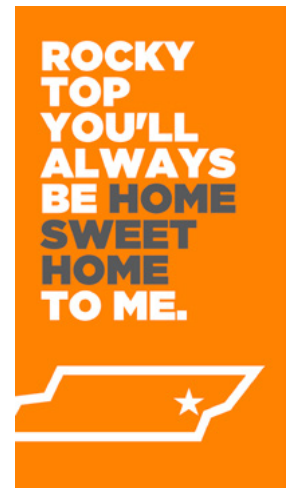
EXAMPLES OF SPONSOR POSTS



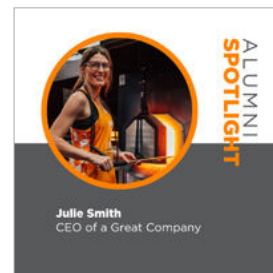
EXAMPLES OF SOCIAL CONTENT



EVENT PHOTOS



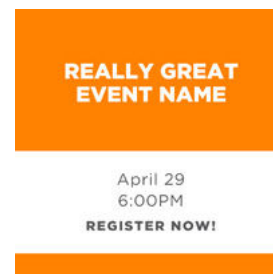
SCHOOL SPIRIT



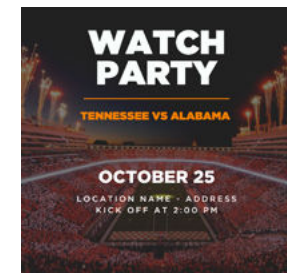
ALUMNI/STUDENT SPOTLIGHT



UT INITIATIVES



EVENT PROMOTION

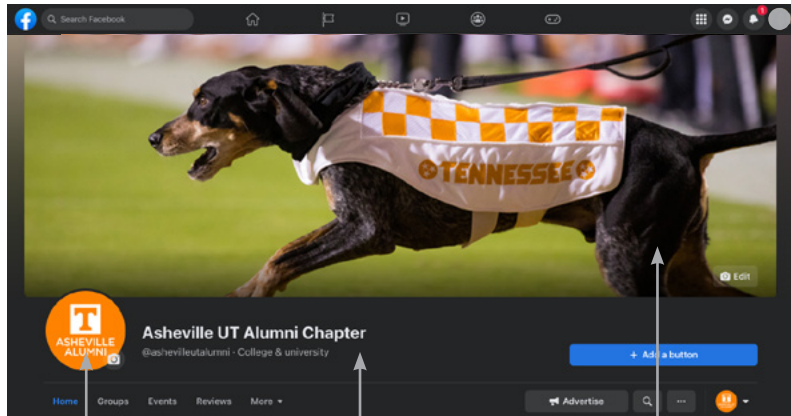


EVENT PROMOTION

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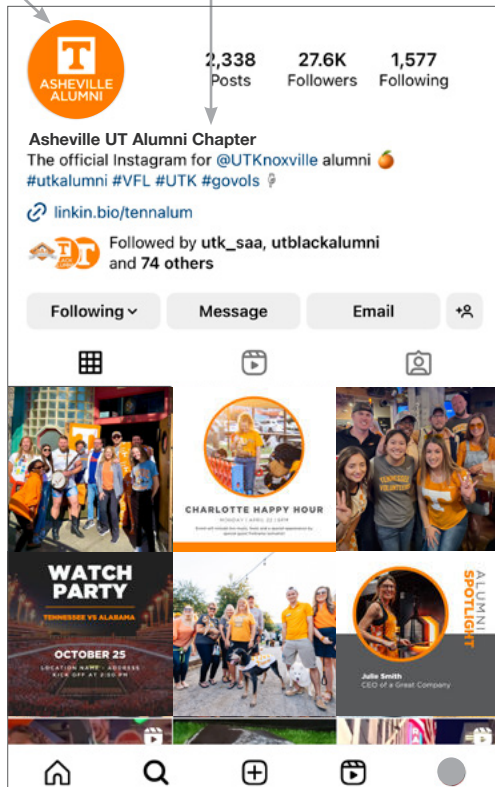
BRANDING YOUR FACEBOOK AND INSTAGRAM PROFILES



Use your official name given by the Office of Alumni Relations:
(Location) UT Alumni Chapter.

Make sure to use the logo provided in the toolkit. Logo should fit fully in the profile circle.

Choose a cover photo that reflects UT's brand or the city where your chapter is located.



TIPS AND TRICKS

- 1. Be accessible.** Respond to comments and messages, and engage with followers.
- 2. Be brief.** Keep posts short and simple, and direct audiences to where they can learn more.
- 3. Be visual.** Always include a photo or video when possible.
- 4. Use tags and hashtags.** Tag partners in relevant posts and use applicable hashtags. If you're sharing content about a specific alumni or donor who is on social media, tag them in the post.
- 5. Be representative.** Be aware of diversity and representation in content and engagement. Remember audiences want to see themselves reflected in our activity.

HASHTAGS

Don't forget to utilize hashtags to help your content be seen by a broader audience.

#utkalumni
#VFL
#GoVols
#BigOrangeFamily
#Volunteers
#RockyTop
#VolGreats
#NewVol
#GBO
#VolsHelpVols