

SOCIAL MEDIA 101

Chapter Facebook Groups

Purpose

Each individual chapter's social media presence is a powerful tool. It allows chapters to reach a broader audience and interact with untapped participants meanwhile utilizing an ever-growing medium for relationship building and engagement. FGCU Alumni Staff shares administrative authority with the chapter leader. Florida Gulf Coast University Alumni Association (FGCUUAA) believes in a balance between consistency and the individuality of each chapter, thus provides the following guidelines for FGCU Chapter's social media presence. Chapters should use Facebook to:

Encourage alumni interaction through posting photos, testimonials, University Updates, videos, and asking questions.

Publicize and discuss upcoming events and information

Encourage alumni to interact with the Alumni Chapter and Florida Gulf Coast University

Initial Considerations

When it comes to each chapter's social media presence, how the chapter utilizes it at the end of the day is up to the chapter leaders and the chapter constituents. Chapters are expected to post content but the frequency is up to the Chapter Leader. It is suggested to post twice a week and keep the message short either 100-250 characters or less than 3 lines of text. The alumni office trusts that the Chapter will compose themselves effectively, professionally and follow university guidelines. Make sure to ask the following before posting:

What is the purpose of this post?

What outcome do I want?

Am I promoting this discussion?

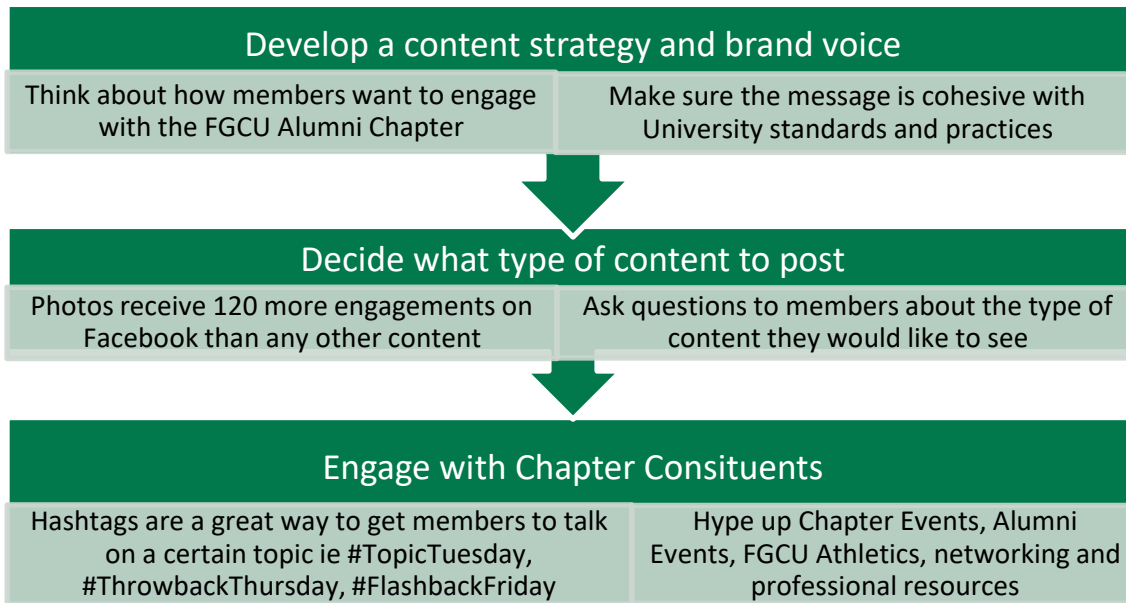
Learning the Basics

When logging in to access the respective FGCU Alumni Chapter Facebook Group make sure to check the notifications, reply back to any questions asked in the group, accept any member invites, post information, and engage with Chapter Constituents. Below is an overview of Facebook lingo:

Newsfeed	Posts	Shares	Likes
<ul style="list-style-type: none">• ongoing list of updates from chapter constituents• shows you latest updates from chapter constituents	<ul style="list-style-type: none">• post information and updates that are relevant to the chapter• encourage engagement between the University and the FGCU Alumni Chapter	<ul style="list-style-type: none">• share University Updates or FGCU Alumni Association related posts• share relevant information regarding to where the Chapter is or what the Chapter is doing in the community	<ul style="list-style-type: none">• provides a positive feedback to posts created or shared by chapter constituents• allows members to interact with one another by utilizing Facebook emoticons on Facebook posts

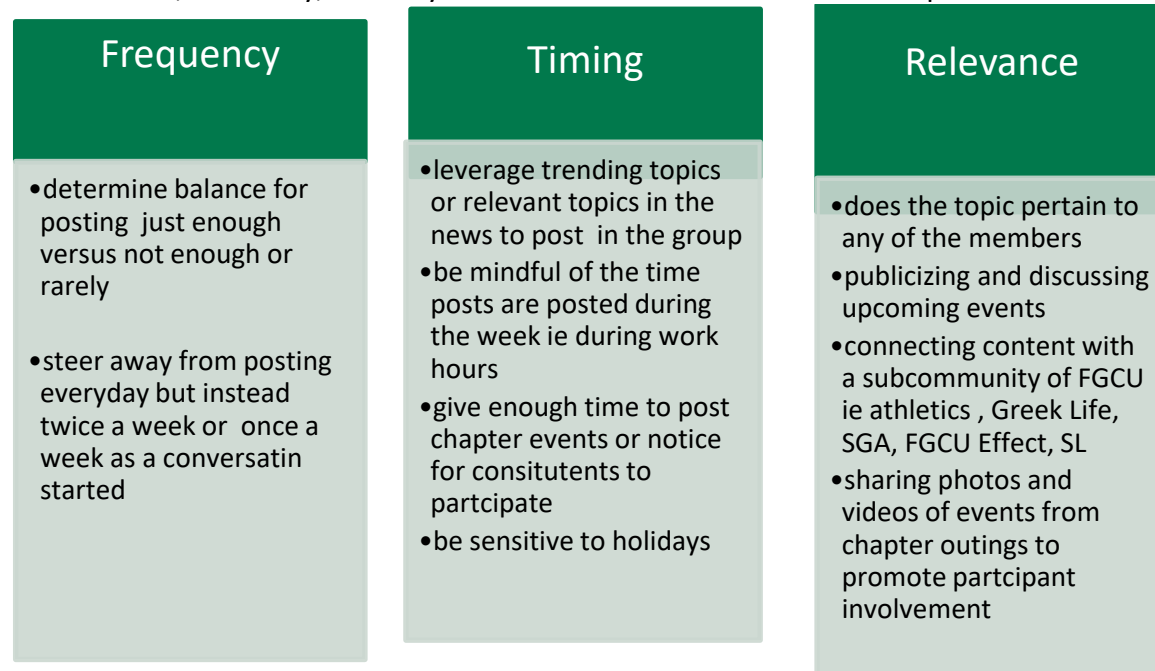
Creating Content

All chapters must consistently maintain a Facebook Page that is active and engage Chapter Constituents by sharing, posting and liking FGCUAA, FGCU, and individual member.



Managing Content

Chapter Leaders should make sure that the content on Facebook is relevant, well-timed, and is consistently posting within the frequency timeline the Chapter Leader has set for its individual chapter ie once a week, twice a week, bi-weekly, monthly to maintain an active Facebook Group:



Expectations

FGCU Chapter Leaders are expected to do the following as it pertains to social media:

- Review content before sending links / make sure the link works
- Make sure you have the photo rights to a photo you are posting or giving photographer credentials / sourcing where the photo is from
- Mention other agencies, organizations, FGCU, Chapter Constituents in conversation to build better momentum
- Promote social media content from FGCU or FGCU Alumni Association on personal accounts if allowed or beneficial to the FGCU Alumni Chapter
- Engage with Chapter Constituents without FGCU Chapter Group becoming saturated with information overload, remember the 80/20 Rule

Etiquette

- Be kind and responsive to Facebook Comments, try to respond 24-48 hours if possible
- Thank people for reaching out or for their input in FGCU Chapter Group postings/ discussions
- Be cautious when responding to negative posts, if unsure about the appropriate response please contact ANY of the staff in the Alumni Relations Office and they will help guide the Chapter Leader in curating a response

Tips for Success

- Leverage FGCU Alumni Association Facebook Page, FGCU, and Website for content.
- Posts should be visually appealing and short 100-250 characters or less
- Iconic photos and videos perform the best
- Use the 80-20 Rule
 - 80% of the time share content not asking your alumni to do anything
 - 20% of the time promotes events and volunteer opportunities
- Minimum 1 post per week
- Use Facebook Insights to post at ideal times
- Create official Facebook events for all FGCU Alumni Chapter Events

Examples of Social Media Posting

