Using Facebook and Twitter Effectively

PREPARE For Social Media Success

As social media grows in importance, so does the need for it as a communication tool for chapters and networks. Diving into this realm or improving a presence that is already there can seem like a daunting task to any volunteer, with good reason. The key to remember is, anything and everything on Facebook/Twitter can be split up and does not have to be the responsibility of one person. The key to successful management is shared responsibility. Even if it's just two people who agree to provide content/monitor the page two out of 7 days a week – this will make the tasks feel much smaller and more manageable without needing to sneak it in during work or social hours.

FACEBOOK

Introduction

Facebook can be an invaluable tool when it comes to building a chapter community. In 2011, according to Digital Buzz Blog, 50% of Facebook users sign on every day. This means that it is highly likely that the majority of the alumni in your area are logging on to Facebook each day to get their daily dose of personal information. This is a habit that Chapters and Networks can take advantage of if they create a page or group that is a “go-to” spot for Facebook users. This can be particularly rewarding when trying to reach 18 to 34 year olds since 48% of users fit into that age range. Don’t let this statistic stop you though, if you feel that your demographic is older – note that more than 30% of users are 35+.

Only Tasks: Build a Presence and Maintain Relevance

To truly reach the alumni base in your area you will first need to determine what communication methods are best. As seen in the info graphic below in just 20 minutes of use the most popular action is making a comment. This is an important action to keep in mind. By providing content that people want to comment on they are more likely to pay attention.
Posting Frequency: You will want to post at least a few times a week to ensure visibility on user’s news feed. This can be anything from score updates during games to reminders about planned events. Pick a method and stick with it. Maybe it’s one post every day or one post every other day – whatever works for the volunteers involved is the best option (within reason of course, you still want to meet the goal of posting a few times a week) because that way it’s more unlikely that posts will not be forgotten due to an overwhelming goal, etc.

Content: As mentioned above, anything from score updates to reminders about events are great pieces of content. Pictures from events, as well as candid shots during events, can also be a really fun way to keep your page or group full of variety. If your chapter/network choses to start a group rather than a page frequent posts are quite as necessary, but posting is still important to be on top of. The big advantage of having a group is the ability to message everyone when there is important information to disseminate. One key thing to remember is people like access to things that they otherwise wouldn’t see – whether it’s information about something or pictures from an event they were not able to attend. Keep people in the loop and you’ll keep them coming back.

Another great way to keep posting without much time or effort necessary is to share things from other pages. The Texas Exes page is constantly posting new things with photos and links. All you have to do is click “share to my page” and then you’ve got a new post on your page!

Gaining Likes or Group Members: Now that we know how many people are truly avid users of Facebook it’s important to make sure they are a part of what you’re doing. Include a link to your group or page in all that you do – emails, flyers, posters, etc. You also may want to “create an event” for a few of your events so that people will use Facebook to RSVP. This will increase awareness.

Examples:

Shared from another page:

Score Update:

Horns pull out a big win in Lubbock 31-22. Moves to 4-2 in Big 12 and 7-2 overall. Hook ‘em!

Like · Comment · Share
2,073 people like this.
View all 44 comments
Link:

Open letter to UT grads & supporters from our Texas Exes President, John Beckworth...

http://alcalde.texasexes.org/2012/11/from-the-president-a-house-united/

From the President: A House United | The Alcalde
alcalde.texasexes.org

UT in its 125th Year: Better and More Efficient This time last year, not all was content in the University of Texas at Austin community. At his 2011 State of the University address, President Powers borrowed from Abraham

Like · Comment · Share

2 people like this.

Photo from/during an event:

Eskimo Joe’s tastes better after winning 41-36... What an exciting game! #Hookem #TexasExes

Like · Comment · Share

Event:


Texas v. Kansas State Game Watching
Saturday, November 19, 2011 at 8:00pm at The Greatest Bar

Like · Comment · Share
Introduction

With the fast pace of the media and the average person’s life these days, Twitter can be just the tool necessary to keep your area alumni in touch with the Chapter or Network. Another big plus of using Twitter is that, in terms of social media, it tends to have an older demographic of users. As you can see below, the ages of people who are on Twitter vary quite a bit, but definitely spike from 25 – 54. Users monitor Twitter throughout their work day at times and depend on the accounts they follow to provide them with news, entertainment, career opportunities, and sometimes even new friendships! This is where any Chapter or Network can truly make an impact with their local alumni. Twitter will only become more important, as seen below, the numbers are clear that continued growth is inevitable and will not be slowing down anytime soon.

Only Tasks: Build Followers and Provide Content

There are a few ways the people use Twitter and these are the ways you want to reach/engage your audience. The three main things you should do once you have started the Chapter/Network Twitter account:

- **Share content**: The main purpose of Twitter is provide information. Chapters and networks can easily do this by providing information on events, fundraising goals, and all on-goings of the chapter. You can also share the same content that you post on Facebook on your Twitter page. If you feel compelled, you can even connect the two accounts so less effort has to be made to keep them both running. Once alumni realize they can trust the information on the Twitter account to be up-to-date you can also use it an an effective reminder service or announcement platform for any changes. This can be very helpful when it comes time to sell the last few tickets to an important event or when a sports bar suddenly decides they will be showing a different game than promised.

  Like Facebook, people like to be in the loop. When you can, share pictures from events or any content that people can access to make them feel involved without being present. Also, keeping your tweets conversational is okay – don’t feel like everything needs to be extremely professional, but do be sure to keep grammar and spelling in mind.

- **Retweet/@Reply**: This one is easy. Simply take five minutes any given day and look through the accounts the chapter follows and find one or two tweets that are interesting. Retweet these with the “retweet” button located under the original tweet. This will take that content and put it on your page. You may also “@reply” which indicates that you’re paying attention to your followers. Say anything from “Thanks for the article” to “we completely agree!” to engage with other people. This will make the account seem more approachable and trustworthy for the alumni who decide to follow you. If you do not following anyone yet got to the Texas Exes Twitter page and follow some of the accounts that are followed there, you can build a great start.

- **Answer Questions**: Be sure to monitor the account enough so that if people are asking questions via “@reply”
you can respond in a timely manner. This will usually be from alumni in the area who want to know more about an event or what the chapter is up to.

*Brand new to Twitter?* Here are two links that will help explain the lingo and usage:

http://personalweb.about.com/od/twitterterms/twitter-terms-twitter-words.htm


Examples:

Engaging with Followers:

@DanielLaprea This is awesome! Thanks for sharing, Daniel.

#h Example of Engaging with Followers:

View conversation

Interesting, UT Related Content:

Help Atlanta Falcons offensive guard & former Longhorn Justin Blalock go to the 2012 Pro Bowl! Vote now: txex.es/UOym55 #hookem

View summary

Event Information:

Hurry! Registration for @TexasExesCareer's next Get the Job! webinar series ends today at 3pm. Learn more: txex.es/UNjV1d

Twitter and Facebook Linked:

Is it too early to think about Christmas gifts? How about a matching set of gentleman's & lady's Swiss-Made... fb.me/2qniFYMm5

For any questions for further explanations feel free to contact the Texas Exes Staff