

facebook®

twitter

Linked in

You Tube

flickr™

TEXAS  EXES®

*'Til Gabriel blows his horn*



## Being “Social” – An Overview

### What is “Social Media” and “Social Networking”?

- Internet-based sites and tools that enable people to share information (photos, videos, thoughts, ideas, etc), connect with like-minded individuals and create community around shared interests

### Why should I care?






- Social networks are the 4th most popular online activity – ahead of personal email! \*Nielsen Online, March 2009
- It's not “just for kids” anymore!
  - The greatest growth for Facebook has come from people aged 35-49 years of age (+24.1 million)
  - Facebook has added almost twice as many 50-64 year olds visitors (+13.6 million) than it has added under 18 year old visitors (+7.3 million) \*Nielsen Online, March 2009








## How Can My Chapter Utilize Social Networking Sites?

- Publicize events and take event RSVPs/registrations
- Raise awareness for Chapter
- Recruit new members
- Create community amongst members
- Find volunteers

## Most Popular Social Networking Tools

	<p>Facebook is a free social networking site that connects people to share information, photos and similar interests</p>
	<p>YouTube is a video sharing site; It is free to view videos and free to share videos</p>
	<p>LinkedIn is a professional social networking site that enables people to connect with current and past colleagues and and contacts to share ideas and business opportunities</p>
	<p>Twitter is a free “micro-blogging” sites that allows people to share short thoughts or messages known as “tweets”</p>
	<p>Flickr allows people to share photos and videos and tag them for easier searching by others</p>

## Using These Tools for Your Chapter

	<p>Create a chapter page, connect with other chapters and the Texas Exes; Post events and manage RSVPs</p>
	<p>Share videos from events, updates, etc. Flip video cameras are very inexpensive and easy to use to upload video to YouTube.</p>
	<p>Create a chapter group, ask members to invite Exes in their networks, connect with fellow chapter leaders.</p>
	<p>Update members with news and information, interact with members and build a stronger “community” within your chapter</p>
	<p>Share photos from events, create online “scrapbook” of chapter events, etc.</p>

New York Texas Exes (nytexasexes) on Twitter

http://twitter.com/nytexasexes

Bookmarks: Bookmark on Delicious, My Delicious, Read Later, JSOnline.com...al Sentinel, Google, ESPN: The Wo...r In Sports, 2000332645, Apple, YouTube

Twitter logo

Designed by [Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

 **nytexasexes**

[Follow](#) 

Thanks to all the volunteers who helped with the Exes for Texas high school recruiting event last night - y'all are awesome!

about 7 hours ago from Facebook

-----

Gamewatches now also in Brooklyn! Check out Lobo on Fifth for the game and some of the best Tex-Mex food this side...  
<http://bit.ly/16WoQy>  
11:32 AM Oct 6th from Facebook

Name New York Texas Exes  
Location New York  
Web <http://www.newyor...>  
Bio Texas alumni in and around the New York area

10 following 72 followers

Tweets 18

Favorites

Actions  
block nytexasexes

Following



RSS feed of nytexasexes's tweets

Example: New York Texas Exes on Twitter



texas exes

Search

Create Account or Sign In

Broadcast Yourself™

Home Videos Channels Shows

Subscriptions History

Upload

## Texas Exes Scholarships



TexasAlumni

September 09, 2009

[\(more info\)](#)

Subscribe

The Texas Exes gave \$1.8 million in scholarships in 2009. In this video, donors and recipients discuss a few of the scholarships given and what they have meant to them. For more information about T...

URL [http://www.youtube.com/watch?v=jrDr\\_8H9](http://www.youtube.com/watch?v=jrDr_8H9)

Embed `<object width="425" height="344"><param`

▶ More From: TexasAlumni

▼ Related Videos



texas - summer son

689,636 views  
sanguineee

Featured Video



Texas - Say What You Want

566,296 views  
universalmusicgroup

# Example: Texas Exes on YouTube



## Texas Exes/University of Texas at Austin

Overview

Discussions

News

Jobs

Subgroups

More ▾

Group Profile

### Discussion

[Back to all discussions](#) | [Start a discussion](#)

Follow

**Jennifer Duncan**Director of Career Services,  
Texas Exes Alumni  
Association[See all Jennifer's discussions »](#)

Featured discussion

### Texas Exes Career Services presents: Hire 'Em Horns!

This is a brand new, in-house resume and job posting site specifically created for Texas Exes.

If you have openings, you may post your jobs for free, and we welcome you to do so, whether you are searching for an entry-, mid-, or senior-level applicant. After that, you have the opportunity to view resumes that job seekers post. Hire 'Em Horns is free and easy to use.

To learn more about this resource, please visit the Texas Exes Career Services website. ( <http://www.texasexes.org/career/employers.aspx> )

---

Posted 5 months ago | [Reply Privately](#)

# Example: Texas Exes on LinkedIn