WRIGHT STATE ALUMNI

BEST PRACTICES GUIDE
Wright State University
Networks and Societies

FACEBOOK STRATEGIES FOR WRIGHT STATE UNIVERSITY NETWORKS AND SOCIETIES

DEVELOPING CONTENT

KEEP IT RELEVANT AND FOCUSED

Your Facebook page is an important vehicle to promote both your network and Wright State as a whole, as well as the activities of your members and alumni success stories. Stick to content that meets those goals. You can find a treasure trove of news at http://webapp2.wright.edu/web1/newsroom/.

RECOGNIZE YOUR SOCIETY MEMBERS INDIVIDUALLY

Use Facebook posts to congratulate them on accomplishments and promote their activities. When you post about your members, always include their class year and maiden name (if applicable) so other grads can recognize them.

BUILD A SCHEDULE

Keep yourself on track by developing a plan. For example, every Monday, post about an upcoming event. Every Wednesday, post an alumni success story or profile of a member at work. On Thursdays, share the throwback pic posted on the Wright State University Alumni Association page — or one of your own. Of course, you can post additional content whenever you like, and "live" posts are important too (say, posting photos from a networking dinner as it's happening). Having a base of posts for the week will ensure you are delivering a steady stream of content for your audience on a regular basis.

FINE-TUNE YOUR VOICE

Develop a personality for your page. Experiment until you find one that gets a consistently good response. A casual, fun tone works well on Facebook, but your audience could want something more serious.

ASK QUESTIONS ("WHO WAS YOUR FAVORITE PROFESSOR?")

Post fill-in-the-blank sentences ("My favorite university memory is _____"). Always phrase your posts to encourage comments, "likes," and shares.

AVOID POSTING CONTENT THAT HAS POLITICAL OR RELIGIOUS BIAS

This is the quickest way to alienate 50% of your audience. Do not get involved in debates or discussions on hot button issues unless your organization is an expert in that area and is presenting facts. For example, the Nursing and Health Alumni society should not post opinion-based editorials on the Affordable Care Act. However, the society could share fact-based news articles about the number of nurses needed in various geographic areas.

MEMES

Memes can be a big hit on Facebook, but don't post them unless they are directly relevant to your organization. For example:

GOOD
MEME FOR NURSING/HEALTH PAGE

VS.

BAD
MEME FOR NURSING/HEALTH PAGE

FREQUENCY AND TIMING

AIM TO POST STATUS UPDATES FOUR TO SIX TIMES PER WEEK

Do not exceed two posts per day. Experiment with frequency to find your organization's sweet spot.

PAY ATTENTION TO TIMING

Do your morning posts get a better response (more "likes" and comments) than your evening posts? Play around for a couple weeks by scheduling posts at different times of the day and night. Then see which time is most effective for your network, and start posting at that time regularly. Typically, posting at 7:15 a.m. on weekdays works very well, but your audience may be night owls. There's only one way to find out: Experiment and evaluate!

WEEKENDS ARE A FACEBOOK DEAD ZONE

So hold any important material for the weekdays.

ENGAGE DAILY

Check in on your page at least once a day. "Like" and respond to comments on your posts, and answer any questions your fans may have submitted on your timeline or via direct messages to the page.

IF BIG NEWS COMES OUT OF YOUR SCHOOL, LIKE A NEW DEAN OR PROGRAM, POST IT RIGHT AWAY!

Be the first to share big news, and your post will have higher potential for virality as your fans share it.

POST MECHANICS

PROOFREAD!

Your writing is a reflection on your Wright State education, so be sure your posts are grammatically correct, and double check that links in the post are working properly. If you make a mistake, you can edit your post by clicking the small arrow in the upper right corner of the post box, and then choosing the "Edit" option.

STATUS UPDATES SHOULD BE SHORT AND TO THE POINT

The longer the post, the less interaction you'll see from your fans. Keep your posts to three lines of text, and put the action item or important info at the beginning of the post.

TAG OTHER WRIGHT STATE PAGES

Tag other pages from the directory when you post about them or their organizations. This will increase your page's visibility.

MAINTAIN BALANCE

Keep your content varied in theme to avoid people tuning out or getting overwhelmed. It's important to not sound like a broken record (posting about the same event over and over with no breaks for other content). If something is very important and you want to make sure your fans see it, consider boosting your post with a little ad money. Usually $10 to $20 will vastly broaden the visibility of your post.

USE URL SHORTENERS

Use shorteners like bit.ly if your links are long. This makes tracking easier as well as cleaner appearances of your posts.

TIPS

PHOTO POSTS GET THE HIGHEST RESPONSE FROM FANS

If there's not a photo available to accompany your post, include a link for more information, or a question to inspire comments. Action items in posts are key to increasing visibility for your posts overall. Due to Facebook's scoring model, the more people who click your links, open your photos at full size, "like," share, etc., the more your future posts will show up on your fans' news feeds.

PLAN AHEAD

Block out an hour to write and schedule your standard posts for the following week (say, on Friday for the previous week). Stick to the routine; don't put it off! Planning posts in advance will let you off the hook if something comes up at work or in life that precludes you from posting content later on, and your page won't lapse into oblivion. Scheduling posts lets you choose the date and time each will automatically appear on your page, so you can tweak the timing based on when you get the best response from your audience.

FOR ORGANIC POSTING TO BE EFFECTIVE, YOU MUST HAVE A STRATEGY

Have a strategy for getting people to the page (from your website, Facebook ads, email signatures, etc.). Use the Facebook icon on your print pieces and other online vehicles to let everyone know you have a Facebook page. At events, mention it to everyone you talk to.

PHOTOS & VIDEOS

INCLUDE PHOTOS WITH AS MANY POSTS AS YOU CAN, AND ALWAYS INCLUDE A CAPTION

Identify the people in the photo, give their class years and current job titles, and tag them when possible. The more you share your membership base, the more it will grow as others recognize who is part of it.

MAKE EYE CONTACT
People identify with faces, especially smiling ones, so make sure you take and post photos where the subjects are looking into the camera. These types of images get much higher engagement than photos of handshakes or buffet tables. The goal of your photos is to make a connection with your fans.

DOCUMENT NETWORK/SOCIETY EVENTS
Always be ready to take pictures and short videos you can use that day and in the future. Keep a notebook with you to collect names, class years, and current job titles of the people you photograph, and ask them if it's okay if you post their photo on the network/society's Facebook page.

DON'T FLOOD YOUR TIMELINE
Don't post to your timeline with dozens of photos from a single event over the course of a few hours. Post one or two "live" pics during the event, then add the rest to a Facebook album, which you can share on your page after the fact.
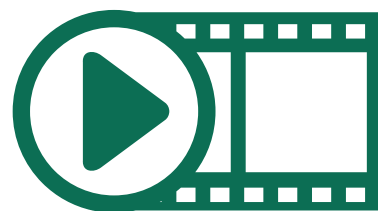
USE DIFFERENT MEDIA
When possible use different media to keep the content fresh. Videos are high performing engagement tools, regardless of quality. For example, at an event, take a short cell phone video of a Wright State grad talking about their favorite Wright State memory. Have them end the clip with "Go Raiders!" Aim for videos under 30 seconds.

GO BACK IN TIME
Look through your old college photo albums and ask your members to do the same. Share photos of the good old days with names, years, and as many details of the moment as you can remember. These throwback pics will resonate deeply with your fans. If your shoebox contains unlabeled photos and you can't recall the details, you can post them with a question like, "Who remembers what year this was?"

DON'T BE AFRAID TO ASK YOUR MEMBERS FOR PHOTOS
Each month, put out a call for photos on a particular theme: old pics from college, pics of members at their current jobs, etc.

WIDEN YOUR REACH

MAKE IT A HABIT TO REGULARLY CHECK OUT THE LATEST POSTS FROM THE WRIGHT STATE UNIVERSITY AND ALUMNI ASSOCIATION FACEBOOK PAGES
Choose one to share on your page each week. Try to choose a post that will be most interesting to your audience.

ONCE A WEEK, SWITCH YOUR USER TYPE SO YOU ARE ACTING AS YOUR PAGE
To do this, click the small arrow in the top right of your Facebook screen (within the blue masthead), and under "Use Facebook as," click the name of your page. In this mode, go to other Wright State Facebook pages and "like" relevant posts. Comment on those posts when you can (even a simple "Congrats!" will do). The more you "like" and comment outside your own page, the more people on other Wright State pages will see that you have a Facebook presence. If your page is relevant to them, they will likely click through and "like" your page.

DON'T BE A SPAMMER
Keep your "likes" and comments to pages directly related to Wright State or your organization. Don't flood the internet with your presence where it isn't relevant.

BRAND

KEEP IT CONSISTENT
Refer to your organization using the same phrases every time. You can have a long version (e.g., Wright State University College of Nursing and Health Alumni Society) and a short version (e.g., Wright State Nursing and Health Alumni), but use them exclusively.

INCLUDE "WRIGHT STATE" WHEREVER POSSIBLE
Do not use "WSU" or "Wright."

DIRECTORY

Show your love for these Wright State pages by "liking" them as your network/society's Facebook page. Cross-linking helps spread the word, and keeping tabs on what the other Wright State pages are doing can give you ideas and content to share.

Wright State University: https://www.facebook.com/WrightStateUniversity
Alumni: https://www.facebook.com/WrightStateAlumni
Archives: https://www.facebook.com/wrightstatearchives
Athletics: https://www.facebook.com/WSURaiders
Disability Services: https://www.facebook.com/DisabilityServicesWSU
Giving: https://www.facebook.com/WrightStateGiving
International Education: https://www.facebook.com/WSU.UCIE
Lake Campus: https://www.facebook.com/LakeCampus
Libraries: https://www.facebook.com/WrightStateUniversityLibraries
NAACP: https://www.facebook.com/pages/Wright-State-NAACP/89698822468
Nutter Center: https://www.facebook.com/nuttercenter
Rainbow Alliance: https://www.facebook.com/WSURainbowAlliance
Women's Center: https://www.facebook.com/WSUWomensCenter

Schools, colleges, and programs
    Economics: https://www.facebook.com/WrightStateEconomics
    Engineering: https://www.facebook.com/Engineering.WSU
    Finance: https://www.facebook.com/WrightStateFinance
    Honors: https://www.facebook.com/wrightstatehonors
    Liberal Arts: https://www.facebook.com/WSUcola
    Music: https://www.facebook.com/WrightStateMusic
    Nursing and Health: https://www.facebook.com/WrightStateNursingandHealth
    Medicine: https://www.facebook.com/pages/Wright-State-University-Boonshoft-School-of-Medicine/239567414604
    Philosophy: https://www.facebook.com/WSUphilosophy
    Social Work: https://www.facebook.com/wright.state.socialwork

Networks and societies
    WSU African-American Alumni Society:
        https://www.facebook.com/groups/142111815815867/
    Wright State College of Nursing and Health Alumni Society:
        https://www.facebook.com/WrightStateCONHAlumni

DIRECTORY

Networks and societies cont.

Wright State University Greater Cincinnati Alumni Network:
https://www.facebook.com/WrightStateCinciAlumniNetwork

Wright State Cleveland Alumni Network:
https://www.facebook.com/wrightstate.cleveland

Wright State University Greater Columbus Alumni Network:
https://www.facebook.com/Bvbsustain88

Wright State University Greater Dayton Alumni Network:
https://www.facebook.com/pages/Wright-State-University-Greater-Dayton-Alumni-Network/750390641695959

Wright State University Greater New York City Alumni Network:
https://www.facebook.com/pages/Wright-State-University-Greater-New-York-City-Alumni-Network/1708894179336446

Wright State University Indianapolis Alumni Network:
https://www.facebook.com/pages/Wright-State-University-Indianapolis-Alumni-Network/1507418469541770

Wright State University Lake Campus Alumni Network:
https://www.facebook.com/pages/Wright-State-University-Lake-Campus-Alumni-Network/714201802009086

Wright State University Model United Nations Alumni:
https://www.facebook.com/groups/23787953482/

WSU NonProfit Leadership Alliance:
https://www.facebook.com/pages/WSU-Nonprofit-Leadership-Alliance/759600680762969

Wright State University Social Work Alumni Society:
https://www.facebook.com/WrightStateUniversitySocialWorkAlumniSociety

Student Alumni Association at Wright State University:
https://www.facebook.com/saa.wsu

Wright State University Tampa Alumni Network:
https://www.facebook.com/pages/Wright-State-University-Tampa-Alumni-Network/1548940818679923

Wright State University Washington, D.C. Alumni Network:
https://www.facebook.com/dcalumninetwork

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