SOCIAL MEDIA BEST PRACTICES

FACEBOOK

Whether it's content related to your chapter or updates on what your alumni are doing, stay in touch with your chapter audience with Facebook posts. Use short, fun-to-read copy and eye-catching images to get attention about once or twice a day. You can even schedule your posts to save time.

Facebook Page tips for good posts:

1. Use engaging images
2. Fun-to-read
3. Short posts

When your post is published, you can bring more attention to it by pinning it to your. When you pin a post, it will remain at the top of your Page so it's the first thing people will see.

How to schedule a Facebook post:

You can create a post and schedule it to publish on your Page in the future. Scheduled posts can be created and edited by other admins/editors who help manage your Page. Keep in mind that all times for scheduling correspond to your current time zone.

Schedule a Post
To schedule a post:
1. Start creating your post at the top of your Page's Timeline
2. Click next to Publish and select Schedule
3. Below Publication, select the date and time when you want the post to publish
4. Click Schedule

Manage Scheduled Posts
To reschedule, edit or delete a scheduled post:

1. Click Publishing Tools at the top of your Page
2. Click Scheduled Posts in the left column
3. Click the post you want to edit
4. Click Edit to edit the post, or click to choose to publish, reschedule or delete it

To see a history of all edits to a scheduled post, click View Edit History.

Use posts to invite chapter members to events or even use live video

How to create an event:

1. Click events in the left menu of your News Feed
2. Click create in the op right.
3. Click to choose between a private and public event. If you’re creating a public event, you can set the event’s host as yourself or the page you manage.
4. Fill in the name, details, location and time. If you’re creating a public event you can:
   - Select a category for your event
   - Add keywords about your event
   - Add a link to a ticketing website for your event

To go live(create a live video on Facebook):

1. Click What’s on your mind? at the top of your News Feed
2. Click Live Video
3. Write something about your live video
4. Select the audience for your live video
5. Click Next
6. Click Go Live

Note: Use the Google Chrome web browser to go live from your computer.

Create posts on the go

Download the Facebook Pages Manager app to your mobile device to create posts for your business from anywhere. It’s a great way to share real time updates and photos with your chapter audience.

**TWITTER**

Twitter should be used to reach a wider audience and generate more awareness. On Twitter, people tend to follow those that provide relevant and interesting information, while also posting frequently – between 3 to 14 times day. We recommend following alumni, ASU colleges/departments, and partners.

Post content that will encourage a click-through, ask questions, share links, make a statement. Additionally, if followers pose questions relating to ASU or the Alumni Association, it is suggested that the person is responded to ASAP with a comment or link to further information. Twitter is an immediate platform. This puts a human side to the Twitter account and lets followers know that they are being listened to.

To post a Tweet via the web:

1. Sign in to your Twitter account.
2. Type your Tweet into the box at the top of your Home timeline, or click the Tweet button in the top navigation bar.
3. Make sure your update is fewer than 140 characters. We'll count the characters for you! Remaining characters show up as a number below the box.
4. Tip: Read about how to include photos in your Tweet here, and how to include a video in your Tweet here.
5. Click the Tweet button to post the Tweet to your profile.

You will immediately see your Tweet in the timeline on your homepage.

Posting links in a Tweet

All links (URLs) posted in Tweets are shortened using Twitter's t.co service. When viewing the Tweet on twitter.com the original URL (or shortened version of the original URL) will be displayed. Below are instructions on how to post a link in a Tweet on the web and on your mobile device.

How to post a link in a Tweet on the web:

1. Type or paste the URL into the Tweet box on twitter.com.
2. A URL of any length will be altered to 23 characters, even if the link itself is less than 23 characters long. Your character count will reflect this.
3. Click the Tweet button to post your Tweet and link.

Note: You cannot opt out of Twitter's t.co link shortening service. Why? Learn more here.

How to post a link in a Tweet from your mobile device:

1. Open your preferred mobile app, or begin a new text message.
2. Type or paste the URL into your Tweet. Links will be adjusted with Twitter's link shortener wherever you post them. Some clients will adjust your character count as you compose a Tweet; some won't.
3. Post the Tweet.

Recommended platforms for scheduling/managing/monitoring Twitter, at no cost:

1. Hootesuite (can integrate other social media platforms) https://hootsuite.com/login
2. Tweetdeck (Twitter specific) https://tweetdeck.twitter.com/

FACEBOOK GROUPS VS PAGES

Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike the Facebook profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

3
When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.

<table>
<thead>
<tr>
<th>Visibility</th>
<th>Group</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can you join?</td>
<td>Ask for approval to join</td>
<td>No joining, must ‘follow’ Page</td>
</tr>
<tr>
<td>Official representative</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Communication Level</td>
<td>Smaller Audience</td>
<td>Larger Audience</td>
</tr>
<tr>
<td>Posts Appear in Newsfeed?</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Engagement Level</td>
<td>High engagement</td>
<td>Lower Engagement</td>
</tr>
<tr>
<td>Administrator</td>
<td>Required for entry</td>
<td>Not required for followers</td>
</tr>
</tbody>
</table>

List of the chapters utilizing Facebook Page and Facebook Groups

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin</td>
<td>page</td>
</tr>
<tr>
<td>Chicago</td>
<td>group</td>
</tr>
<tr>
<td>Colorado</td>
<td>page</td>
</tr>
<tr>
<td>Dallas/Ft Worth</td>
<td>page</td>
</tr>
<tr>
<td>Flagstaff</td>
<td>page</td>
</tr>
<tr>
<td>Florida</td>
<td>page</td>
</tr>
<tr>
<td>Georgia</td>
<td>group</td>
</tr>
<tr>
<td>Houston</td>
<td>page</td>
</tr>
<tr>
<td>Idaho</td>
<td>page</td>
</tr>
<tr>
<td>Area</td>
<td>Type</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Indland Northwest</td>
<td>page</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>page</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>page</td>
</tr>
<tr>
<td>Michigan</td>
<td>page</td>
</tr>
<tr>
<td>DC Devils</td>
<td>group</td>
</tr>
<tr>
<td>New England</td>
<td>page</td>
</tr>
<tr>
<td>New Mexico</td>
<td>group</td>
</tr>
<tr>
<td>New York</td>
<td>page</td>
</tr>
<tr>
<td>North Carolina</td>
<td>page</td>
</tr>
<tr>
<td>Northern California</td>
<td>page</td>
</tr>
<tr>
<td>Northern Colorado</td>
<td>group</td>
</tr>
<tr>
<td>Ohio</td>
<td>page</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>page</td>
</tr>
<tr>
<td>Old Pueblo (Tucson)</td>
<td>page</td>
</tr>
<tr>
<td>Orange County</td>
<td>group</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>page</td>
</tr>
<tr>
<td>Portland</td>
<td>group</td>
</tr>
<tr>
<td>San Antonio</td>
<td>page</td>
</tr>
<tr>
<td>Sand Diego</td>
<td>page</td>
</tr>
<tr>
<td>San Francisco</td>
<td>page</td>
</tr>
</tbody>
</table>
LinkedIn is third most popular social network in terms of unique monthly visitors -- right behind Facebook and Twitter. Think Facebook, but with a more professional feel and a ton more features. The social network is primarily centered around careers, and it enables users to connect and share content with other professionals, including colleagues as well as potential employers, business partners, and new employees. You must have a LinkedIn profile set up in order to create a LinkedIn group.

**How to create a LinkedIn profile:**

1. Open LinkedIn and enter your personal information
2. Click join now
3. Enter country and your location including zip code
4. Indicate if you are a student or type in job title and company at which you work
5. Click next to customize the content you will receive and connections you’ll see
6. Select an account personalization option (job seeker, building network, etc)
7. Open your email and confirm your email address from LinkedIn and remain logged into
LinkedIn as you do this.
8. Add profile photo and save it.
9. Select channels and influencers to follow, this can be skipped if desired.
10. Click next to edit your profile under the “Me” tab with:
    a. Name
    b. Headline
    c. Position
    d. Location
    e. Summary
    f. Education – **Must include ASU here!**
11. Click save. More experience can be added with the pencil icon on the top right.

**To create a group:**

1. Move your cursor over Interests at the top of your homepage and select Groups from the
dropdown.
2. Click My Groups.
3. Click the Create group button on the left side of the page. (ASU Chapter Name)
4. Fill in the requested information. A red asterisk means it’s required.
5. Click the Create Group button to create your group.

Use LinkedIn groups similarly to Facebook groups, posting recent and professional articles and events
that are also called “conversations” within the LinkedIn group. Here is a great LinkedIn article about
getting started with [LinkedIn Groups](#).

**THANKS! CONTACT RACHEL SRINIVASAN RACHEL.SRINIVASAN@ASU.EDU FOR MORE INFORMATION**