Posts and Tweets = Tools for Alumni Engagement

Using Social Media Platforms to Reach More Alumni

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Overview

- Our goal today is to provide tips for regional officers about using Facebook and Twitter to reach a broader audience of alumni

- We will cover the following areas:
  - What are the differences between Facebook and Twitter?
  - Who is your target audience and how do you reach them?
  - How do you post content?
  - When and how often should you post?
  - Who does the posting?
Where do you post content?

- Today’s discussion focuses on Facebook and Twitter
- Regional associations have had success using Facebook “groups” and “pages”
  - **Pages**: Like a business “page”, Regional Associations retain control over content/posts
    - More traditional for brands, content is shown as posted by Regional Association, not individuals
    - Anyone can “like” the “page”
  - **Groups**: More like a discussion group (think of it like an ongoing conversation among different parties)
    - Anyone can post. Individuals are shown as authors, similar to a forum
    - Either “groups” or “pages” can work to reach an audience
- Regional association leadership can create a region-specific Twitter handle
  - e.g. @PCofSD - Princeton Club of San Diego
    @PrincetonClubCh - Princeton Club of Chicago
Who is your target audience?

- All alumni in your region!

  - Important to remember that your target audience will always be somewhat “fixed”

- Facebook and Twitter draw slightly different audiences (former more widespread, latter more niche)

  - Facebook tends to presently draw the largest audiences across Princeton’s demographics

  - Twitter is also popular and skews towards a younger audience

- In addition to Facebook and Twitter, email blasts can be used to promote social media channels. Emails should encourage members to join/follow on social media.
What content can and should be posted?

- Think about your audience (Two commonalities: Princeton and your region)
  - Princeton is the members’ shared attribute, the region brings proximate alumni together

- Types of posts:
  - Upcoming events
  - Recap of past events (photos are great if available!)
  - University news
    - Twitter handles: @Princeton, @PrincetonAlumni, @PUTigers, @ApplyPrinceton
    - Follow as many Princeton-related Twitter handles to search for content
  - Region-specific news (e.g. sharing popular holiday events for those newer to the region)

- Posts tie to email marketing efforts of your regional association = reinforces message
More on Content......

- Facebook: longer-tailed posts (not space limited)
  - Links to university news or region-specific topics
  - Create events to invite members
  - Photo albums to recap events and activities

- Twitter: short order content (140 character limit, images now included!)
  - Retweeting relevant news (add ‘quotes’ as an extra bonus!)
  - Live updates during events (if someone has permission and is attending)
  - Cross-tagging for a more conversational flow (@PCofSD when @PrincetonClubCh responds)
Creating “Events” in Facebook
Cross Tagging example
How often do you post?

- Important to find the line between too much and not enough posting
  - Facebook better suited for occasional posts, but Twitter posts can be more frequent
  - Test to determine which days/times reach the most members
- Consistency of message is key, not necessarily frequency

- PC of San Diego Case Study
  - Average reach on Facebook per post is 50 members (27% of total group)
  - 2x/week posts on Facebook, 3-4x posts/week on Twitter

- PC of Chicago Case Study
  - Facebook posts reach 150-450 people - 302 “likes”
    - Profiles recent events, local alumni news
  - Twitter account not as active - 25 followers
  - 2-3x/week posts on Facebook, not as often on Twitter
PC of San Diego Facebook

Princeton Club of San Diego

[Facebook Group Interface]

- Discussion
- Members
- Events
- Videos
- Photos
- Files

Group Name: Princeton Club of San Diego

Group Type: Club

Privacy: Closed Group. Anyone can find the group and see who's in it. Only members can see posts.

Membership Approval: Any member can add or approve members. Any member can add members, but an admin or a moderator must approve them.
PC of San Diego Twitter

The Princeton Club of San Diego is a non-profit, volunteer-run organization focused on strengthening the Princeton alumni community in the San Diego region.

San Diego, CA
pcsdandiego.org

Tweets
458

Following
96

Followers
121

Likes
100

A few photos from our Lunar New Year celebration at @JasmineSeafood courtesy of Mokyou Hyun '97. Happy Chinese New Year to all! 🐟
You Retweeted
Alec Dun @AlecDun1 · 22 Oct 2016
Looking forward to talking about Dangerous Neighbors with @PCofSD @PennPress

Princeton Club of SD @PCofSD
Annual Dinner guest speaker is @AlecDun1, early American historian and Ph.D. recipient from @Princeton. Look forward to meeting you, Professor!

Princeton Club of SD @PCofSD · 14 Nov 2016
A reminder that @GeosciencesPU Professor Tullis Onstott will be speaking tomorrow at @SDNHM! Tix: goo.gl/mE57Dh

Princeton Club of SD @PCofSD · 16 Oct 2016
Tiger alumni tasting great beers yesterday at Ballast Point! 🍺🍻 – at Ballast Point Tasting Room & Kitchen
PC of Chicago Facebook
PC of Chicago Twitter

ICYMI, check out our upcoming slate of events and mark your calendars for our Annual Dinner - April 26th!

PrincetonClubofchicago.org/events.html
Who manages Social Media accounts?

- A few different systems work:
  - PC of San Diego appointed a formal Social Media Chair who manages content.
  - PC of Chicago takes a team approach. A number of alumni have account access to share the burden of posting.
    - One person monitors content and comments.
  - Downloading app on your phone/tablet makes updating very easy.
Additional Resources

Twitter Handles to provide content
- @Princeton
- @PrincetonAlumni
- @PUTigers
- @ApplyPrinceton

Facebook Links
- @PrincetonU
- @PrincetonAlumni
- @PrincetonUniversityAthletics

Useful Hashtags
- #PrincetonReunions
- #PrincetonAlumniDay

Princeton University Social Media Directory: http://socialmedia.princeton.edu/accounts

Need interesting content to post after the call? Check out the upcoming conference ¡Adelante Tigres! #AdelantePrinceton
Most sincere thanks to.....

Jessica Davidoff ’04 and the Alumni Relations and Communications Committee