Social Media in the Regions

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Commonly Used Social Media Tools

Facebook “pages” & “groups”

Twitter “profile”

LinkedIn “group”

TigerNet Discussion Group
How and why do Regional Associations use social media?

To promote upcoming events
To recap past events
To manage event registration
To network
To push content about club news to a wide, easily accessible audience
To convey news about Princeton University or on-campus events (eg. Wilson Legacy Review Committee - http://wilsonlegacy.princeton.edu/)
To simply engage alumni
Facebook “Page” example

Princeton Club of Northern California
- Promotes events, provides basic info

Discussion of Facebook “Pages” vs “Groups”
Twitter “Profile” example

Princeton Club of Chicago

- Promoted news from campus and events
LinkedIn “Group” example

Princeton Club of Western Washington

Closed group- must ask to join to access content

More of a professional feel than Twitter or Facebook
TigerNet Discussion Group

Effectively a form of social media through the University

Can create a discussion group to target your regional association

Allows users to subscribe and post to a group of members

Users must elect to participate, which requires a TigerNet login

Daily email digests summarize postings by “pushing” content to a subscriber

New requests for groups will be permitted after 2/23

Governed by University and TigerNet policies
How does Princeton University use social media?

The University maintains a presence on:

- Facebook: PrincetonU
- LinkedIn: Princeton-university
- Twitter: @Princeton
- Instagram: @Princeton_university

By “tagging” or “cross posting” and referencing the University, it creates a potentially wider audience for a message from a Regional Association.
What are University policies regarding social media?

The University does not have jurisdiction over social media posts and sites maintained by Regional Associations

They do regulate Princeton departmental and organizational social media accounts
  ◦ E.g. Princeton Plasma Physics Lab or Seeley Mudd Library

They do have jurisdiction over TigerNet Discussion Groups (see appendix for TigerNet Discussion Group policies)
What are University policies regarding social media?

The Alumni Relations and Communications Committee (ARC) is in the process of creating a few “best practices” which will be finalized later this year.

A preview of their recommendations:

- Assign multiple administrators
- Encourage classmates/members to join
- Keep posting consistently
- Use posts to generate good feelings and comments
- Consider your audience and be inclusive
- Establish a review process for content
- Adopt a subtle approach – eg announcing life events, especially perhaps a death of a classmate, a member or a loved one of a member should be handled with sensitivity and in deference to a family’s wishes

Content to avoid: Anything overtly commercial or related to sex, religion and politics
Will the new TigerNet 4.0 help with social media?

New TigerNet launches 2/23

Capabilities include:
- More robust event promotion
- New regional association website templates
- More intuitive platform for broadcast email communications

Links to Social Media:
- New website templates will include embedded links to connect to an association’s LinkedIn, Facebook, Twitter, Instagram and other social media platforms
- New TigerNet alumni profiles allow alumni to add links to personal Facebook, LinkedIn, Twitter and other social media accounts. With a bit of research, regional associations could target area alumni on social media

TigerNet discussion groups will remain in the new TigerNet 4.0 roll-out with improved functionality (eg. replying directly to the person who posts, HTML compatibility/visibility)
Who updates content once a social media presence exists?

Some regional associations appoint a Social Media Chair
  ◦ Provides an excellent way to engage new alumni

Some use “divide and conquer” approach
  ◦ President, Events Chair, ASC Chair all have access and update as necessary

Within social media platforms, multiple people can and should have administrative access so content updates don’t have to fall just on one person
Social Media in the Regions

A “HOW-TO” GUIDE
Appendix: Creating a Facebook Page

- Create a page for a “Company, Organization or Institution”
- Click “Non-Profit Organization” under the first drop box
- Enter basic information for your group
- Users must “like” your page

Benefits:

• When new content is created, it becomes almost a free way to message your news on a user’s “News Feed”
• You receive “insights” into how many people saw your post
Appendix: Creating a Twitter “profile”

Join Twitter

Create a “Profile” for your organization

Twitter limits posts to 140 characters

Be sure to share the twitter “handle” with the members of your organization so they can “follow” the account and receive posts.

Use another user’s Twitter “handle” to tag or cross post!

Eg Congrats @PrincetonWBB for the NCAA 1st round win!
Appendix: Creating a LinkedIn Group

Move your cursor over Interests at the top of your homepage and select Groups.

Click the Create group button from the My Groups drop down.
Appendix: Creating a LinkedIn Group

Fill in the requested information. A red asterisk means it's required.

Click the Create Group button to create your group.

Be sure to encourage your regional association members to join and post. LinkedIn can be used to promote events, engage in discussion and network with fellow alumni.
Create a TigerNet discussion group for your region by logging in at [www.tigernet.princeton.edu](http://www.tigernet.princeton.edu)

Click on “Discussion Groups”
TigerNet Discussion Groups

At the bottom of the Discussion Groups page, click on “Submit a request for a new group.”

Note that no new requests are allowed right now in the transition to the new Tigernet, but will resume in early March.
TigerNet Discussion Groups

Complete a brief questionnaire about your proposed group.

The group address name chosen is the e-mail address that alumni will see in the “from” line when they receive discussion group posts in their e-mail accounts.

The group description can prompt alumni to use the group for a broader variety of posts, or direct the posts to a specific interest (such as a regional jogging group or book club).

Group owners will receive group-specific inquiries from users.
TigerNet Discussion Groups

Complete the request form by typing form messages that new members and those leaving the group will receive.

After clicking the “Request this Group” icon, a confirmation will appear indicating that an administrator will review the request and respond.

After creating the group, it is critical to let your regional alumni know that it exists so that the discussion can begin!
Consistent with the principles expressed in Rights, Rules, and Responsibilities published by the University, TigerNet is intended to foster a diversity of perspectives in a climate of civility and mutual respect. This requires respect for others' viewpoints and individuality and obligates all users of these services to exercise discretion and maintain civility in their communications on TigerNet.

To that end, all those individuals utilizing TigerNet agree not to engage in abusive, harassing, threatening or hostile communications that demean, intimidate or result in injury to another individual because of personal characteristics or beliefs, particularly those including, but not limited to, sex, sexual orientation, race, ethnicity, national origin, religion, disability or handicap.

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Princeton University reserves the right to discontinue any and all services at any time or to unilaterally revise the terms of this policy without advance notice. Use of TigerNet constitutes your agreement to abide by these regulations.

- See more at: http://alumni.princeton.edu/tigernet/policy/#sthash.hbxevigq.dpuf
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