From Hexcodes to Hashtags

Getting started with social media
Thanks for having us!

Today we will cover...

- Reasons why you should consider social media (if you haven’t already)
- A very high level roadmap to get started
- Some tips and things to avoid
- Q & A
You are in the Right Place if...

You have no idea how to get started
we will cover the very basics

social media is a bit scary
the best tool is DELETE.

you want to do more with social
we will provide an outline!
How we communicate as clubs (a brief personal history)

Pre-Princeton

Interview, Phone call, Formal dinner

Engage via social media, share their stories & congratulations

Princeton

Engaged with other clubs (DC)

Engage via social media, invite students in ATX

Early Years

Emails, newsletters

Benefits:
- Can reach back to campus to engage students
- Can keep up engagement beyond events
- More ready collaborations with classes and clubs
- Collaborate with other clubs
- Share in multiple channels
- Don’t rely on numbers!!
A few recent examples

- Princeton Cheer: Senior Day is right around the corner, so we'd like to introduce you to our 7 fabulous Seniors!
- Princeton Club of Hawaii: Welcome to Instagram! Follow us for updates and events.
- Princeton Club of Hawaii: Orange and Black Day 2023 from Honolulu on Oahu, Hawaii Magic Island at Ala Moana Beach Park.
- Princeton Tiger Club: Sib club events are the best events!
- Princeton Tiger Club: Wine Tasting with our Friends and Sib Clubs!
Getting Started

1. Choose which platform to use

We recommend Instagram.

Long-staying, where people are that are not using other channels

Straight-forward, like a bulletin-board

2. Create an Account

Think about a shorter name for your group, something catchy (look at the list of names)

Tie to a group account (vs. an individual)

Keep a record of the password!

3. Start Posting

Start with pictures from events

Share other posts

Check messages and use links in profile

Refer traffic back to website or other resource

Don’t worry about growth, algorithms, etc.
Next Level

Post monthly previews

Set aside time monthly or an hour or so a week to think through the posts

Set a boundary: no holidays, commentary unless directly related to Princeton

Post picture recaps

Have event “hosts” send you pictures

Engage with community

Try to have some engagement each week

Use same content across all sites!
Supreme Level 2000

**Schedule Posts**
Recommend using Facebook scheduler
Do stories separately (for better tagging)

**Add some graphics**
We use canva
Complimentary for nonprofits
Allows for set up of logos, brands, etc

**Use other features**
Reels, stories, polls, etc

**Use templates**
Our next step
FINAL TIPS

Stay calm! It’s very easy to delete posts, make corrections, etc.

Ask for help! We are all here.

Have fun and adapt.
Questions?

Tip sheet - in comments

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