# Social Media Tips for Princeton Alumni Groups

*CORA Presentation: December 14, 2023*

## Why Use Social Media?

**Helps foster community, boosts engagement, and acts as an event resource for your members.**

## How To Get Started:

- Instagram: create an account at instagram.com or via the app
- Facebook: same
- Credentials: ideally, use an email address that "belongs" to your club rather than your personal email address. This will help with team member transitions and enable you to share the credentials with multiple people on the team.
- Follow key Princeton accounts and other alumni groups (see links below)
- Start simple – post photos!
- Leverage online resources (blog posts, YouTube videos) for detailed instructions

## Once You Have Social Media Accounts…

**Ask your leadership team to:**

1. Follow all your group's social media handles from their personal social media accounts.
2. Encourage their Princeton (and other!) friends to also follow.
3. Engage with your group's posts. When on Facebook or Instagram, specifically go to your group's pages to **LIKE AND COMMENT** on any new posts (the posts may not be visible to them 'organically' in their feeds because of "the algorithm").

## For Event Managers:

**Event photos are the easiest way to generate content for social media! Ask the event host or other volunteers to take photos.**

Best Practices for Pictures:

1. Smaller groups are better / closeups.
2. Feel free to give prompts ("look at each other," "toast," etc.)
3. Action shots are amazing!
4. Move or block empty cups / be aware of taking only pictures with drinks.
5. Generally, stay away from taking pictures into windows / watch the light.
6. Be sure to tell people that the pictures will be used for social media and let people opt out (you could add this to your event registration pages).

**Ready for More Advanced Content / Approaches?**
**Create graphics for pre- and post-event social media posts (Canva is a great tool), do stories and/or reels.**

Advance Notice of Event:
Keep the Social Media Chair and relevant Communications coordinators apprised of upcoming events with enough lead time to make graphics and plan social media posts about the upcoming event.

Posting Tips:
1. Instagram can be set up to automatically upload to Facebook and vice versa.
2. Be sure to tag any partners, the venue (if applicable), @princetonalumni, @princeton.
3. Use your group's hashtag (e.g. #tigersinaustin) and any others. If any posts feature graduate alumni, include #princetonstar.
4. Do not put a general location (e.g. Austin or Texas) because it invites spam.
5. If other team members are social media-savvy and have the credentials, they can also upload stories themselves during or after the event

Princeton Brand Guidelines for Designing Post Graphics:
● **Princeton Orange** hex code for digital / web communications: # EE-7F-2D
● Headline Fonts: Princeton Monticello (contact Alumni Engagement for font pack)

**Princeton & Known Alumni Group Instagram Accounts:**

| Key Princeton Accounts | |
|---|---|
| Princeton University | @princeton |
| Princeton University Graduate School | @princetongradlife |
| Princeton Alumni | @princetonalumni |

| Known Regional Accounts | |
|---|---|
| Austin, Texas | @tigersinaustin |
| Chicago, Illinois | @princetonclubchicago |
| Hawaii | @princetonclubofhawaii |
| Hong Kong | @princetonclubofhongkong |
| Houston, Texas | @paahouston |
| India | @princetonclubofindia |
| Mexico | @princetonclubofmexico |
| New England (Boston area) | @princetoninboston |
| New York City | @princetonalumninyc |
| Northern California | @princetonclubnorcal |
| Northern Ohio | @princetonincleveland |
| Northwestern New Jersey | @pcnwnj |
| Orange County, California | @octigers |
| Princeton, New Jersey | @princetonareaalumniassn |
| San Diego, California | @pcofsd |
| Singapore | @princetonsingapore |
| South Florida | @pcsofla |
| Southern California | @princetonsocal |
| St. Louis, Missouri | @princetonclubstlouis |
| Taiwan | @paa_taiwan |
| Turkey | @princetonclubturkey |
| United Kingdom | @princetonintheuk |
| Washington, DC | @tigersindc |

| Known Affinity Group Accounts | |
|---|---|
| A4P | @a4ptiger |
| ABPA | @abpa_princeton |
| ALPA | @alpa.princeton |
| PWN | @princetonwomensnetwork |
| QPA | @queerprincetonalumni |