

Social Media Best Practices

for alumni volunteers



Social media is a fantastic communications tool that can help you reach more people and build an online community. Whether you are just getting started, or are a seasoned social media administrator looking for a refresher, follow these best practices to boost your efforts.

Develop a strategy

To get the most out of your social media presence, we recommend following these steps to build, execute and measure a strategy that works for you.

Steps for Building a Strategy	Questions to Answer
1. Define your goals	What do I want to achieve? Do I want to promote events, or start a conversation?
2. Understand your audience	Who am I trying to reach? Are they on social media? What do they want to know about or participate in?
3. Document your plans	How will I do it? What's my plan for posting on a regular basis? Who will help manage the page or group?
4. Experiment!	Will this work? Try different approaches, different types of content, and don't be afraid to experiment.
5. Measure	Did this work? What's resonating with my audience? What can I learn?

Choose the right platform

Depending on your goals, your audience, and how much time you can dedicate to community management and content creation, you may choose to be on a particular platform. Here’s a look at the audience on each of the biggest platforms, and what kind of content typically works best.

 Instagram	 Facebook	 X/Twitter	 LinkedIn
Best for: High-quality photos and videos	Best for: Video, conversation starters, events and links	Best for: Sharing links and joining trending conversations.	Best for: Professional news and conversations around industry.
● 3 billion monthly active users ● Largest age group: 25-34 (33.3%) ● Time spent per day: 73 minutes	● 3.07 billion monthly active users ● Largest age group: 25-35 (32%) ● Time spent per day: 67 minutes	● 557 million daily active users ● Largest age group: 25-34 (37.5%) ● Time spent per day: 28 minutes	● 1.3 billion monthly active users ● Largest age group: 25-34 (33.4%) ● Time spent per visit: 6 minutes

<https://sproutsocial.com/insights/new-social-media-demographics/>
<https://sproutsocial.com/insights/what-to-post-on-each-social-media-platform/>

Groups vs. pages

You can elect to create a group or a page on Facebook, LinkedIn and other platforms. Groups are best as spaces to facilitate conversation among members, while pages provide the opportunity to share news with followers and fans.

Groups	Pages
A place for conversation.	Share news with followers and fans.
- Engage in conversations (ask questions, like posts, tag other accounts, respond to comments, etc.). - Find advocates and ask them to commit to sharing something on a regular basis.	- Create a content calendar. - Interact with other Princeton accounts. - Use relevant hashtags. - Consider varying your content with different formats, like photo, links, video.

Resources

The landscape of social media is always evolving, and there are many great resources to keep you up to speed. Here are a few of our favorites:

- [Canva](#) is a great site for building social media graphics. There are tons of templates you can customize with the free version!
- Keep up with trends on social media with articles from [Sprout Social](#) and [Hootsuite](#).
- Check the guides for social media platforms like [Facebook/Meta](#), [Instagram](#), and [LinkedIn](#)

