



**UNT ALUMNI
ASSOCIATION**

SOCIAL MEDIA RESOURCE





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GETTING STARTED WITH SOCIAL MEDIA

Social media enables you to reach and engage with alumni — no matter their location. It's a fantastic way to exchange ideas, make connections and disseminate information. The Mean Green alumni network has no restrictions!

HANDLES

A social media handle is a unique **username** that followers can use to identify your page. If you're starting a new account, create a list of possible username options. Once you have created a list of options, check each platform you are interested in using for accounts that are already using that name to narrow your choices down.

ACCOUNT MANAGEMENT

Limit access to login information for the account(s). The alumni network volunteer leaders serving as the directors of marketing and communications will manage the accounts. Account login information is reported by the network leadership to the UNT Alumni Association annually.

TIP!

Keep your **usernames consistent across platforms** and relevant to the organization. You want your page to be easily found and recognizable.

Here are some examples:
 @UNTAlumniAssoc
 @UNTLatinx
 @UNTBAN

Here's an example of what this would entail:

- 1** *Develop, implement and maintain* all strategic social media communications, public relations, outreach and event activities and materials.
- 2** Develop a plan to consistently **increase the visibility** and reputability of the organization.
- 3** *Develop and update* an organizational social media presence.
- 4** *Manage event promotion* through social media platforms.
- 5** Create or post content at least **once per week**.

GETTING STARTED WITH SOCIAL MEDIA

CREATE A SOCIAL MEDIA SCHEDULE

Following a schedule will help **maintain regular activity** on the account. Consider having at least **one weekly post** for consistency and increased engagement (ex. Member Monday or Tuesday Tips).

HELPFUL TOOLS

CANVA
Post Creation

PHOTO SHARING APP
(like PhotoCircle)
to collect photos from various members

PICSART
Photo Editing

STICK TO A COLOR

Apps, such as Canva, use ID Numbers to differentiate colors (this tends to remain constant across other systems as well). Utilize the [UNT Identity Guide](#) for this.

ETIQUETTE

Before posting on social media accounts, ensure that content:

- 1 *Is Accurate.*
- 2 *Does not have* inappropriate language, audio, video or images
- 3 *Does not include* organization business.
- 4 *Does not violate* university or other policies
- 5 *Is respectful* to members.

Social media often leads to a lack of privacy, and accounts can be hacked at any time. Take precautions when and where possible.

TIP!

Do not identify members or "tag" them in posts unless given permission to do so.

ENGAGEMENT

Following other pages is not only a great way to **stay in the know** of upcoming events and opportunities, it can be useful for posting inspiration and **making the presence of the alumni network known!**

FOR EXAMPLE

An alumni network connects with UNT CoLab, a local business that promotes UNT Alumni/Student creations. The alumni network leaders are able to **connect and support these alumni-owned businesses**. Ultimately, our supporting them increases awareness that the alumni networks exist.

OUR NEXT STEP:

Reaching out to **local entities** such as county or city specific publications to ask if they:

- 1 Have alumni *who work there*
- 2 Know of *local businesses* we can connect with

A HUGE PART OF SOCIAL MEDIA IS ENGAGEMENT!

Do not just post about upcoming events — make it personal! People love to see themselves or others they know featured. When people comment, be sure to like or respond. If you see someone post something that you want to repost, be sure to **like, comment and tag them!**





ENGAGEMENT

INTERACTING WITH FOLLOWERS

When receiving direct messages, *reply in a timely manner*. Be sure to also check the message requests for accounts you don't follow – this is where *potential new members* may reach out to you.

Show *appreciation* for the interaction that other accounts have with yours – like comments, story replies and messages.

Utilize *interactive stories* to increase interaction with your followers (ex. Bingo, polls, etc.)

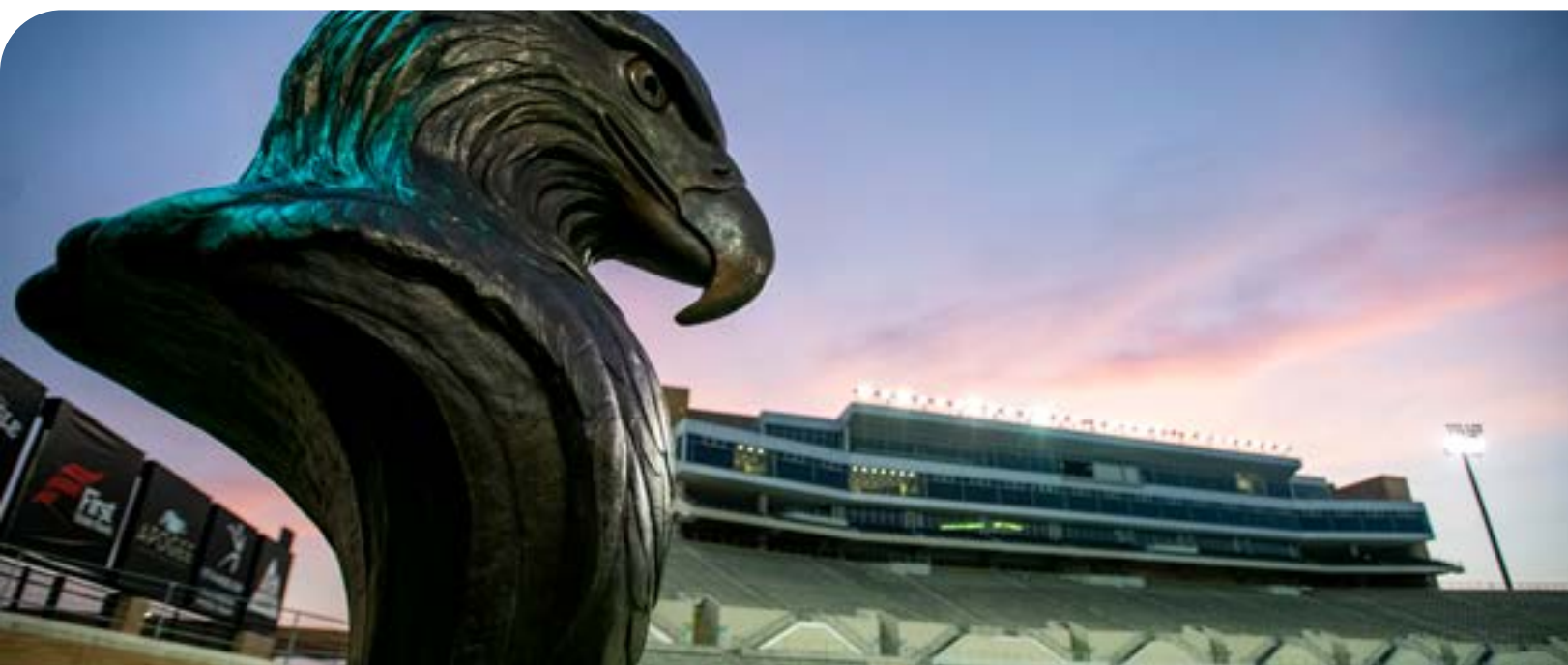
HERE'S AN EXAMPLE WITH A POLL



Are you wearing your #MeanGreen today?

Yes

No



PLATFORMS TO FOLLOW

Widely used social media platforms for engagement include Facebook, Instagram, X, LinkedIn and YouTube. Utilizing the social media platforms that are most popular with UNT's student population will serve your alumni network well as you recruit young alumni to serve and engage with your network!

TIP!

When signing up for a new account (or updating an existing one), **connect it to an organization email account** instead of a personal account to make transitioning easier!



FACEBOOK

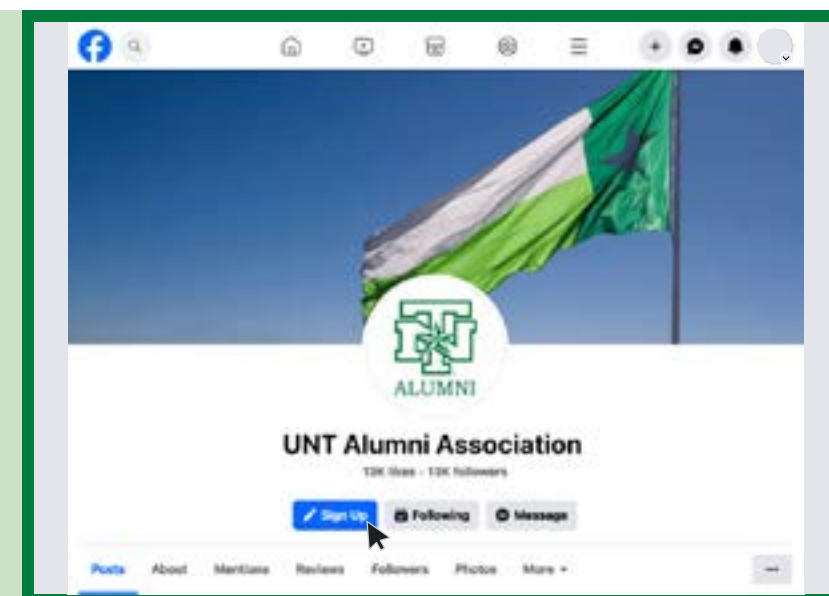
Facebook allows nearly all content types, giving users a *broad range of ways to communicate messages*. Videos and informative or attention-grabbing links may work best.

Most networks have Facebook pages. When someone likes or follows a page on Facebook, they can start seeing updates from that page in their news feed. **You can't have engagement without followers.**

An alumni network is a group of committed UNT alumni and friends who serve as volunteer leaders in their communities. These groups inspire philanthropic, personal and professional connection and engagement on behalf of UNT through social, service, civic, and networking experiences.

ALUMNI NETWORKS

- [Austin Alumni Network](#)
- [Black Alumni Network](#)
- [Collin County Alumni Network](#)
- [Dallas County Alumni Network](#)
- [Denton County Alumni Network](#)
- [Houston Alumni Network](#)
- [Latinx Alumni Network](#)
- [San Antonio Alumni Network](#)
- [Tarrant County Alumni Network](#)
- [Young Alumni Network](#)





PLATFORMS TO FOLLOW

UNIVERSITY OF NORTH TEXAS

- [Admissions](#)
- [Advancement](#)
- [Career Center](#)
- [Center for Belonging and Engagement](#)
- [CoLab](#)
- [Distinguished Lecture Series](#)
- [Eagle Ambassadors](#)
- [Graduate Student Council](#)
- [Homecoming](#)
- [Mean Green Sports](#)
- [North Texan](#)
- [Off-Campus Student Services](#)
- [OLLI at UNT](#)
- [OLLI Travel](#)
- [Student Activities](#)
- [Student Alumni Association](#)
- [Student Government Association](#)
- [University Programming Council](#)
- [University Union](#)
- [UNT](#)
- [UNT Alumni Association](#)
- [UNT Giving Page](#)
- [UNT Social](#)

OTHER

- Notable Alumni
- Alumni-Owned Businesses
- Community Businesses
- County Pages Publications

INSTAGRAM

Instagram is great for photos, videos and stories that are attention-grabbing. Professional photos, text graphics, educational content, inspirational messages, etc.

X

X has evolved to include link previews, videos, photos and GIFs. Links work well on this platform.

LINKEDIN

LinkedIn is professional and academic focused. Organizations can utilize this platform for networking and highlighting their professional accomplishments.

If you create a group on LinkedIn, here are some [benefits](#):

This platform can engage the community in a professional setting to encourage networking.

Having members post in LinkedIn groups will provide exposure to your group and events!

[UNT](#)
[UNT ALUMNI ASSOCIATION](#)
[CAREER CENTER](#)



HASHTAGS & TAGS

A *hashtag (#)* is a label used on social media sites that makes it easier to find information with a theme or specific content. Hashtags encourage social media users to explore content that catches their eye. Networks can use hashtags to *reach their target audience* and to help members filter information.

MAKE THEM RELEVANT

Do not overuse hashtags, but do keep in mind they can increase post exposure! Tag other pages in your posts when relevant, such as when featuring an alumni-owned business.

UNT

- #UNT
- #UNTbound
- #UNTproud
- #UNTatFrisco
- #UNTglobal
- #MeanGreenFriday

ALUMNI

- #UNTalumni
- #UNTalum
- #BecauseOfUNT

ATHLETICS

- #MeanGreen
- #GMG
- #LightTheTower

COLLEGES

- #UNTCOB
- #UNTCOI
- #UNTscience
- #UNTinst
- #UNTCOE
- #UNTCCLASS
- #UNTCVAD
- #TakeFlightUNT
- #UNTEngineering
- #UNTCMHT
- #Mayborn
- #TAMS
- #UNTHPS
- #UNTCOM
- #UNThonors
- #UNTgradschool



POST IDEAS

Here are some post ideas in *several different categories* to help get you started.

UNT

Throwback Posts

The [University Archive](#) allows you to see past yearbooks and posts.

- Sports
- Volunteer & event opportunities
- Highlighting things that are new on campus

TRIVIA QUESTIONS AND FUN FACTS

[History of Traditions and Spirit](#)
[UNT Trivia and History](#)

Share Content

Following UNT pages will provide an opportunity to share posts on your pages that may be of interest to alumni.

Keep an eye out for relevant posts from followers. Sharing follower content (with permission) is a great way to engage with your audience.

COUNTY HIGHLIGHTS

- Events happening in your counties
- County businesses that support UNT

ALUMNI FEATURES

- Highlight alumni-owned businesses
- See how the [North Texan features alumni](#)
- Post other alumni network events or highlights

MEMBER TAKEOVERS

Have a member run social media for a day and share their "day in the life."

ANY REASON TO CELEBRATE

- Graduation
- Alumni achievements
- Holidays

POST IDEAS

COMMITTEE HIGHLIGHTS & MEMBER FEATURES

- Celebrate members' birthdays by posting a photo of them in their #MeanGreen
- Mean Green office decor
- Meetings
- Gather quotes from members

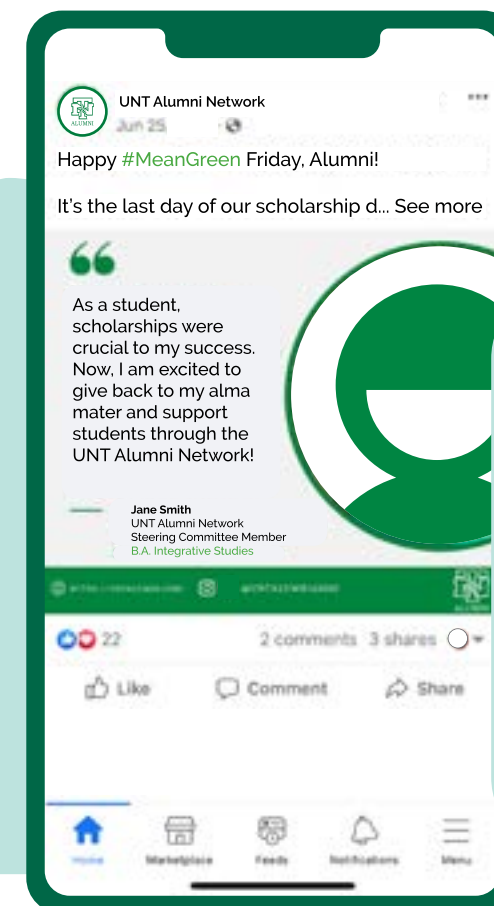
Get committee members' headshots and bios. **Make sure to include:**

- Who they are
- What they do
- When they graduated
- What their degree is in
- Why they are serving on the committee

Example from an alumni network:

Share a clear picture of a member repping their Mean Green, and include:

- Title (if applicable)
- Graduation year and degree
- A quote answering one or both of the following questions:
 1. How has the UNT Alumni Association helped you grow your Mean Green spirit?
 2. In what ways have you engaged in an alumni network?



ASK ENGAGING QUESTIONS

"With the weather getting cooler and a new semester around the corner, what advice can you share with new students that you wish you knew when you were just starting your college journey?"

"Are you a UNT alum and own your own business? We want to know who you are so we can support you and celebrate your success. Let us know in the comments!"

"We wear green on Fridays! Show off your pride in the comments."



CROSS-PROMOTION GUIDE

CREATING FACEBOOK EVENTS & ADDING CO-HOSTS

1. Near the top of the Network's profile page, find the options bar listing "Posts," "About," "Mentions," etc. and will likely need to click on "More." A drop down should appear that provides more options, including "Events."
2. Click "Events" and you will be directed to a screen with upcoming and past events organized by or with your network's profile. In the right corner, you will find a button that reads "Create event."
3. Once you click "Create event," a new event window should pop up in the center of your screen. Here, you will enter the event name, provide information about dates and times, and fill out any other necessary fields.
4. Below the "What are the details" section, you will see more options listed, including "Add co-hosts."
5. Clicking on "Add co-hosts" will provide the option to search other Facebook profiles and add them. Here you can type in "UNT Alumni Association," and be sure to select the correct page.
6. Once you've selected your co-host(s), it will say "Pending" above the profile's name. The page will not be notified until after you've finished creating the event.
7. Once all necessary fields are filled out and you have added a banner image, click the blue "Create event" button at the bottom.
8. In the case of the notification being missed or not being apparent, please also email our Senior Communications Specialist ([contact info found here under "Advancement Communications"](#)) to let them know there is a co-host request pending. Once notified, they will accept the request.

CROSS PROMOTING & SHARING OTHER CONTENT

The UNT Alumni Association is excited about the partnerships forming with the individual alumni networks. As we continue to engage and grow our alumni networks, social media and increased local engagement will play an important role in connecting and informing our audiences.

The UNT Alumni Association is committed to monitoring and sharing content of all kinds from the alumni networks' individual pages, but we recognize that some content might get missed. Because of that, we request that networks email our Senior Communications Specialist about important posts or content they would like us to consider sharing to the main UNT Alumni Association social pages.

