

Becoming E-literate in a Social Media World for Alumni Relations

Presented by:

DNA Creative Communications, LLC

Bringing Energy to Ideas

dnacc.com



Collective

KAYAK

talk

blurb

facebook

Opportunities

- ✓ **Low-cost, easy-to-use communications plan**
 - Free to use, along with tutorials and site support
 - You can't afford not to participate!
- ✓ **Interactive community**
 - Gives users and organizations their own identity
 - Offers conversation walls, group messaging, polling features and photo sharing

Opportunities

✓ **Mutually Beneficial**

- Allows you to listen and respond on a personal, integrated level
- Use as an educational resource, a recruitment tool, and fundraising mechanism

✓ **Public Relations Boost**

- Spreads your message through your biggest advocates (your alumni)
- Facebook has over 750 million active users to potentially reach

Challenges: Identity

- **Where do alumni fall under your umbrella?**
 - Alumni are defined differently depending on the institution
 - Alumni vs. School vs. Foundation
 - Your alumni should understand where they fit within your identity and the importance of their role

Challenges: Audience

- **Know your audience and their needs. Use social media to reach them.**

- Start Now! Cultivate alumni relations with current students and new graduates
- How can you better serve your alumni and in doing so, help them help you (i.e. fundraising, donor support)?

Challenges: Engagement

- **Just having social media isn't enough.**
 - You must utilize the tools that social media offers in order to reap its benefits. A dormant Facebook page does no good.
 - Engage your alumni
 - Post relevant materials, facilitate conversation and serve as an educational resource.
 - Keep the conversation going!

Challenges: Accessibility

- **Your audience shouldn't have to search for it—social media should have an obvious presence.**
 - Make links/icons for social media direct and consistent across your website.
 - Have a separate “Alumni” tab on your college’s homepage. Make the transition effortless.

Social Media

It IS...

- Consumer-driven
- Transparent
- Engaging
- Inclusive
- Sincere

It is NOT...

- Controlled
- Impersonal
- Formal
- Exclusive
- One-sided

Building a Plan

- Most important part of a Social Media campaign
- No plan, no success
- Plan determines:
 - Goals and objectives
 - Measurement tools
 - Platforms
 - Management of campaign

Determine Your Goals & Objectives

- Build relationships
- Increase awareness
- Increase event attendance
- Increase web site traffic
- Increase donations
- Make them measurable – give them a number
- Be realistic – don't expect an immediate response

facebook

- A platform that gives people the power to communicate more efficiently with their friends, family and coworkers by providing technologies that facilitate the sharing of information and making the world more open and connected.

The Details

- Not just youth...28 million people over the age of 45 are active on Facebook
- Average user spends 23 minutes on Facebook per visit
- Friends – people that have a connection
- Fans – individuals that choose to know more about an organization (you)

Best Uses for Facebook

- Engage your audience
- Communicate your purpose to an active, online community
- Provide an outlet for your group to support each other
- Focus on your brand and what you offer
- Add pictures when you can

Setting Up a Page

- Groups - organizing on a personal level
- Pages - better for brands who want to interact with their fans (DNA recommendation)
 - A public profile that lets users connect to an organization they care about
 - Once a person “likes” your page, they get its updates through his/her own newsfeed
- Posting events and inviting guests

Strategies

Find Your Audience

- Have registration/enrollment send out an email
- Have teachers promote it in the classroom
- Spread the word throughout your community
 - 80% of community college graduates live within an hour of the college after graduation
- Get local businesses involved
 - May become your donors

Understand Your Audience

- Focus your priorities on where students and emerging graduates are...
 - 80% of students spend most of their time on Facebook
- What type of information do they need?
- Think of how you can help them and vice-versa

Why be Your Fan?

What can you offer them that fulfills a need
Personally or Professionally

- Career services and opportunities
- Career fairs
- Benefit programs
- Links to newsletter
- Community events / updates

Foster a New Audience

Who else can you reach through your alumni?

- Their business
- Their employer
- Their friends and family
- General community

Listen

- Observe the conversation between alumni and colleges, and see how you can serve as a resource
- Listen to and observe other similar organizations that are using Facebook well
 - American Association of Community Colleges
 - Heartland Community College Alumni (#1 on Google Search)
- Take note of the needs of your community of alumni



American Association of Community Colleges created an event.



92nd Annual Convention

Saturday, April 21, 2012 at 5:30pm
Orlando, Florida

92nd Annual Convention

Share · RSVP to this event · September 6 at 11:30am

2 people like this.



American Association of Community Colleges

Free webinar Sept. 23: "Building Quality Workforce Development Programs for Real Energy Efficiency Jobs."

<http://www.aacc.nche.edu/news-events/News/articles/Pages/08292011.aspx>
www.aacc.nche.edu

Share · September 6 at 9:17am



American Association of Community Colleges

FYI, Pokrass will conduct a half-day pre-conference workshop on the communication aspects of HEOA the afternoon prior to the opening of the Middle States annual conference Dec. 11-13.



New federal regs affect how colleges market themselves
www.communitycollegetimes.com

More in: Campus Issues / Technology



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Build your community.

- **Start fresh** with current students and new graduates.
- Strategies:
 - “Like us on Facebook for free membership
 - Promote your social media everywhere, on everything
 - Develop special alumni programs

Build your community.

- Be creative in ways to get them involved
 - Create an Alumni Ambassador program
 - Let them help you find other alumni
 - Host alumni golf tournaments to fundraise
 - Plan community volunteer projects for alumni to have a team of group
 - Develop an Alumni Recruitment program
 - If relevant, get them in the classroom
 - Sponsor community social nights
 - Promotion in various ways are key – then introduce SM

Interact with Your Audience

- Engage your audience with interesting posts, alumni updates and events
- Always respond to questions or requests
- Encourage comments and interaction from your fans and followers
- Poll your audience to get their feedback
 - Ex. “What’s your favorite college memory?”



Heartland Community College Alumni



We had a great time at Heartland Night at the Corn Crib. Congratulations to alum Dave Selzer who received the Alumni Association's first-ever Alumni Service Award for his contributions as a former McLean County Board member and for service for various charity events, including Women's Health Night.

Share · September 7 at 5:14pm

Pam Hughes Powell likes this.



Heartland Community College Alumni added 5 new photos to the album Heartland Night at the Corn Crib.



Heartland Night at the Corn Crib

Share · September 7 at 1:18pm



Heartland Community College Alumni

Are you or someone you know looking for a paid internship this fall? The Partnership for a Connected Illinois is seeking an intern to write articles, prepare presentations, research broadband infrastructure and plan for educational efforts. Follow the link for more information.

[PAID Fall Internship/Part Time Job \(Two One](#)

Chat (2)

Staying Connected

- Promote events and programs early and consistently
- Highlight alumni in the community with stories and testimonials
- Observe your followers' needs and try to provide them with answers or contacts
- Put up pictures from recent grads with people tagged in them

Get Focused

- Create lists that you can target with specific posts
- Make announcements to graduates of specific programs
 - New programs - courses
 - Graduate news
 - Ways you can offer them resources
 - Personal testimonies/success stories

Manage the Campaign

- One person should be responsible for maintaining the social media presence for your organization
- Everyone should offer suggestions for topics
- Social media should be monitored daily
 - One hour is sufficient per day, but a policy should be in place

Be an Expert

- Utilize the knowledge you have and make it known
- Post links to your site
- Link to articles from other reputable sources
- Provide a resource to your followers
- Answer questions with a thoughtful answer – not on a whim

Negative Comments

- Don't be afraid but don't be too hasty
- Do not delete a post unless it is explicit
- Never ignore a comment
- Never respond emotionally or defensively
- Negative posts should be brought to the attention of management before a response
- A policy for appropriate posting should be in place
- A negative can always become a positive

Measure Success

- Traffic – statistics
- Interactions
- Unique visitors – to platforms
- Web site visitors
- Search marketing
- Donations

Research Your SEO

- Register with social media and web site search engines
 - Google Alerts
 - SocialMention
 - Technorati
 - Mashable
 - Digg
- Conduct searches regularly

Reports

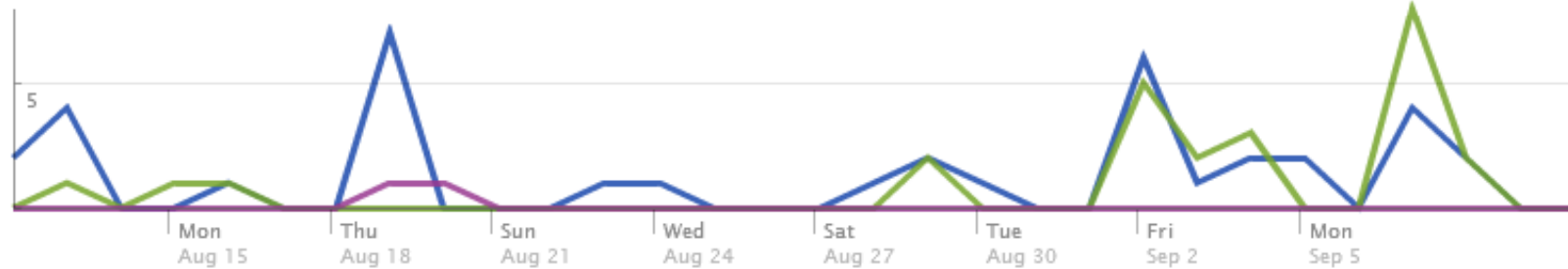
- Review reports from platforms
- Facebook Insights develop metrics around your content
- Gather data from the IT Department or the company that handles your web site
- If you don't already have Google Analytics on your web site, get it!
- Review the details to measure your success

Facebook Insights (Ex.)

Post Views[?] **9,685** ↑ 19%
 Post Feedback[?] **62** ↑ 17%

Daily Story Feedback[?]

Likes Comments Unsubscribes



Page Posts[?]

Message	Posted ▾	Impressions	Feedback
50th Celebration Weekend	September 7 at 3:54pm	724	0.28 %

Summary: how can social media help YOU?

- Creates awareness
 - Shows that you are involved
 - Builds interest in your organization
 - Ability to promote through your pages
 - Creates potential fundraising resources
- Increases possibility for support and volunteers
 - Allows you to contact your important connections and connect with influential individuals in the nonprofit world who are already involved in volunteer efforts (other board members and executives)

Need Help?

Call DNA for the development of your strategic social media plan

dna creative communications

864-235-0959

dana@dnacc.com

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