Chapter Social Media Overview & Facebook Guidelines

Overview

The Emory Alumni Association utilizes many social platforms, including Facebook, Twitter, Instagram, and Google+ to interact with Emory alumni. This main social media presence is managed by the department’s communications specialist of multimedia.

While the department has a full-time staff person devoted to managing its social media presence, alumni chapter/affinity volunteer leaders are a vital part of the organization’s success of building the Emory network on social through the management of individual chapter groups on Facebook.

The main social network managed by alumni chapter volunteers is Facebook. Alumni chapters utilize Facebook groups instead of pages for the following reasons:

- Facebook pages are reserved for businesses, brands, celebrities, and organizations while groups are reserved for small groups such as our alumni chapters/affinity groups.
- By default, members of Facebook groups receive notifications for any member posts which is an essential part of successful communications among alumni.

While interacting on other channels is also important, we have found that alumni chapters have great success using this platform.

The following is an outline of guidelines and best practices for use of alumni chapter/affinity groups on Facebook.

Facebook Group Set Up

1. First, check with your EAA staff liaison or area chapter/affinity group leader to make sure there's not already an Emory Alumni Facebook group set up for your chapter. Also, all chapter Facebook groups are available here. If a group does exist, skip to step 6.

2. Create a new group. If an alumni chapter group does not currently exist on Facebook, create a group here and follow the Facebook prompts. Please do NOT set up an alumni chapter as a fan page or an individual profile.
   a. In the pop-up box assign a group name. Assign the name as either: [City] Chapter of Emory Alumni (e.g., Chicago Chapter of Emory Alumni) or [Affinity Group Name] + City (e.g., CEBA New York).
   b. Before a group can be created, it must have at least one other member. Add fellow Emory alumni in your chapter city.
   c. Set privacy setting to “Open” so that the group is searchable and public.
3. **Group cover photo.** A group cover photo is the large photo display at the top of the Facebook group. *Please see below for an example of a group cover photo.* The Emory Alumni Association will handle the design of new group cover photos according to current Emory branding. Please note that this cover art may change based on upcoming event marketing. For questions, please contact Tania Dowdy.
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4. **Group email/URL.** The group address also serves as a short URL for easy access to the group. The group address should read: EmoryAlumni[City Name] (e.g. EmoryAlumniChicago)

5. **Mission statement.** Identify the chapter or group with a simple mission statement or description. *For example:* “Welcome to the Chicago Chapter of Emory Alumni group! Find out about exciting events in the Chicago area and connect with fellow alumni right here. Emory alumni are the ultimate ambassadors of the University. Check out the EAA website at alumni.emory.edu.”

6. **Add group administrators.** Multiple people can be administrators of a group. If creating a new group, make sure the Emory Alumni Association’s alias, Emory Alumnus, and your EAA Regional Staff liaison are group administrators. Also, include the current chapter/affinity group president (or chair), or designate someone in chapter/group leadership as an administrator to keep content fresh and up-to-date. If you’re joining an existing Facebook group, be sure to let your staff liaison know that you would like administrative rights to the group. As a group administrator, you are responsible for the following:
   
   a. Accepting new alumni requests to join the group.
   b. Additional promotion of upcoming chapter/affinity events and activities.

   *Next, the following section will outline detailed responsibilities of group administrators:*

**Group Management and Best Practices**

7. **Marketing a chapter/affinity group.** A link to your local chapter Facebook group is included in all chapter/affinity email communications as well as on the alumni association’s website. To further market your local chapter/affinity group, add your Emory friends.
8. **Welcome new members.** Alumni may find a chapter Facebook group via the alumni website, or email newsletters. Welcome new members to your group, and use the opportunity to encourage alumni to get involved with the chapter.

9. **Post event reminders.** Be sure to remind alumni to register for the event in advance, and encourage members to share the event on their personal Facebook profile for fellow Emory alumni who are not already part of the existing group.

10. **Share photos.** Sharing successful event outcomes is important on social media, and we encourage you to share photos from events on your chapter Facebook group. Photos help
alumni to feel more connected to the alumni group. On your chapter Facebook group, you may share a single photo with a post thanking alumni for attending the event, or create an album for multiple photos.

11. **Post relevant content.** The chapter/affinity Facebook group is also a great way to share local alumni accomplishments (e.g. *Dooley was recognized on recent top 10 coolest non mascot lists by the Atlanta Journal Constitution*), job opportunities at your company, or share recent Emory news from the [Emory Alumni Association Facebook fan page](#).

12. **Utilize other group features.** Facebook groups have additional features, including “Files” and “Ask Questions.” Use the “Files” feature to share meeting notes. The “Ask Questions” feature works like a poll, and you can use this feature to poll group members on where to host an upcoming event.
**Please remember that your Facebook group is public and is viewable by many people, and that you are representing Emory University. Posted comments, videos, and images should be monitored by the page administrators. Profanity, lewd and/or derogatory content must be removed.

***Along with the chapter administrators, the association’s communications specialist monitors content on all Facebook group.
Connect with the Emory Alumni Association

While the alumni association has designated Facebook as the platform for local alumni chapter group management, we recognize that alumni use a variety of social networks. Thus, we want you to connect and share with us on Twitter, Instagram, LinkedIn, Google+, and YouTube.

- Tag the Emory Alumni Association on Twitter and Instagram posts (@EmoryAlumni).
- Utilize alumni chapter hashtags on Instagram and Twitter when sharing photos. A copy of chapter and alumni association event hashtags is attached.

- Comment and share on LinkedIn and Google+.

NY, NJ, CT Emory Alums: We need volunteers to help this Saturday, Nov 16, in a Hurricane Sandy Project to Rebuild the Rockaways....

Rob Miller
Experienced public affairs, media relations and issues/crisis management counselor at global PR firm

Emory Alumni Association: Calling Alums in NY, NJ, CT: Spread the word...we need 9 more volunteers to help this Saturday, November 16 in a Hurricane Sandy Project to Rebuild the Rockaways. Transportation will be provided to and from NYC to the...

Community secure www.emoryconnections.com
Emory Cares International Service Day New York City Saturday, November 16 8:00 a.m. - 5:00 p.m. New York Cares Office 65 Broadway, 19th Floor New York, NY http://www.newyorkcares.org/ Rebuild Homes with Friends of Rockaway Assist with various...

Like (1) • Comment (2) • Follow • 6 months ago

Jennifer Kiser likes this

Sarah D. Brandt I just registered, thanks for coordinating this. Will the transportation from and back to Manhattan leave from the NY Cares office?...

6 months ago

Rob Miller Thanks, Sarah. Spread the word and bring some friends!

6 months ago

Add a Comment...
Creating groups and profiles on other social platforms

LinkedIn

In addition to the Emory Alumni Association group on LinkedIn, there are additional alumni groups for some regional chapters/affinity groups.

Based on previous efforts, we have found that alumni are better served by connecting and networking on the larger Emory alumni group, and additional school groups. In addition to Emory-branded groups, alumni can use existing tools to build the Emory network, such as LinkedIn’s alumni tool. Thus, we do not encourage the creation of additional groups.

For questions regarding our social media guidelines, please contact Tania Dowdy at tdowdy@emory.edu, or 404.712.5278.
CHAPTER AND EVENT HASHTAGS:

1. Atlanta: #emoryatl
2. Atlanta Young Alumni: #emoryaya
3. Austin: #emoryaus
4. AWE/AWE NY: #emoryawe/#emoryaweny
5. Baltimore: #emorybal
6. Birmingham: #emorybhm
7. Boca Raton: #emoryboca
8. Boston: #emorybos
9. Brazil: #emorybrazil
10. CEBA/CEBA NY: #emoryceba
11. Chicago: #emorychi
12. Dallas/Ft. Worth: #emorydal
13. Fort Lauderdale: #emoryfll
14. GALA/GALA NY: #emorygala/#emorygalany
15. Greensboro: #emorygsb
16. Houston: #emoryhoun
17. International chapters: #emoryintl
18. Jacksonville: #emoryjax
19. Korea: #emorykorea
20. Los Angeles: #emoryla
21. Madison, WI: #emorymsn
22. Miami: #emormia
23. Nashville: #emorynash
24. New Orleans: #emoryno
25. New York: #emorynyc
26. Paris: #emorparis
27. Philadelphia: #emoryphl
28. Triangle, NC: #emorync
29. San Diego: #emorysan
30. San Francisco: #emorysf
31. Seattle: #emorysea
32. St. Louis: #emorystl
33. Tampa Bay: #emorytb
34. Upstate, SC: #emorysc
35. Washington D.C.: #emorydc

Event Hashtags

1. Homecoming and Reunion Weekend: #iminemoryhc
2. Emory Cares International Service Day: #emorycares
3. Emory Commencement Weekend: #emory2015