

KSUAA Alumni Chapters and Facebook

Facebook

Kent State alumni communications staff creates a Facebook page for each chapter and shares administrative authority with select chapter leadership. Alumni staff will determine if content posted is consistent with university policies and standards. Chapters should use Facebook to:

Encourage alumni to visit chapter webpage.

Encourage alumni to engage with your alumni chapter and Kent State University.

Encourage alumni interaction through posting interesting photos, videos and questions.

Publicize and discuss upcoming events and information.

When it comes to your social media presence, how your chapter utilizes it at the end of the day is up to you and your constituents. Chapters are encouraged to post content **at least twice a week**. The alumni office will not tell you what to write, but as representatives of the alumni association and Kent State, we trust that you will compose yourselves effectively, professionally and follow university guidelines. Please refer to [*KSU Guide to Social Media*](#) for additional information. When logging on, you may want to ask yourself the following questions, to help avoid any potential to be offensive, inappropriate or not consistent with maintaining a positive image of the alumni association, Kent State or the alumni chapter.

- What is the purpose of my post?
- What outcome do I want?
- Am I promoting discussion?

Basics and Lingo

- **Like:** Clicking “Like” is a way to give positive feedback to things shared by members.
- **Share:** This function allows Facebook members to post something they have found (online or another member’s post) on their personal wall.
- **Post:** To share information or a multimedia element within your social circle.
- **News feed:** Your news feed is an ongoing list of updates on your homepage that shows you what is new with the friends and pages you follow.

ALL CHAPTERS MUST CONSISTENTLY MAINTAIN A FACEBOOK PAGE THAT IS ACTIVE. WE ENCOURAGE POSTING A MINIMUM OF TWO TIMES PER WEEK.

Creating Content

- **Develop a content strategy and brand voice.** What are your goals? What are your audience’s needs? Think about how you want your followers to feel when they engage with you.
- **Use images.** Photos get **120 percent** more engagement (likes, comments, and all the good stuff) on Facebook, so use them as much as possible.
- **Get topical.** Followers are more likely to engage with topics that are already top of mind, such as current events, holidays or news.
- **Ask questions about a shared experience.** Kent State is the tie that binds your followers so ask questions about KSU. “We all have had people who have touched our lives and influenced who we are today. Who had the largest impact on you during your years at Kent State?”
- **Share and collaborate.** Share content from fellow Kent State units and schools.
- **Cover and profile images.** The chapter’s profile image should be their chapter logo. The cover photo is at the chapter’s discretion, such as a group photo. Photos must be consistent with the KSU and alumni brand.

Managing Content

- **Keep it short.** Posts between **100-250 characters** (or less than three lines of text) are often most effective, garnering about 60 percent more likes, comments and shares than ones that are longer.
- **Find the right time.** When is the best time to post? That depends on your audience. Post at different dates and times and track performance using Facebook Insights. Look for timing trends of posts with high engagement (likes, shares, comments). Weekends typically generate more engagement.
- **Find a balance between posting too frequently and too rarely.** Good content should guide your posts.
- **Listen.** Social media is a conversation. After posting content, check it often for comments and respond to questions.

Social Media Tips

- **Log in and post often**
- **Keep posts short & sweet**
- **Answer questions & respond to posts**
- **Ask questions & ask for feedback**
- **Keep alumni Informed**
- **Post photos**
- **Say thank you**

Go to www.kent.edu/alumni to view our social media sites.

BE CAUTIOUS WHEN RESPONDING TO
NEGATIVE POSTS.

IF YOU ARE UNSURE ABOUT THE
APPROPRIATE RESPONSE,
ASK YOUR STAFF LIAISON.

EXAMPLE OF A FACEBOOK POST

THE NORTHEAST OHIO CHAPTER OF THE KENT STATE ALUMNI ASSOCIATION OFFERS KSU ALUMNI, FRIENDS AND SUPPORTERS A WAY TO ENGAGE WITH EACH OTHER SOCIALLY, PROFESSIONALLY AND INTELLECTUALLY. IN ADDITION TO PLANNING AND SPONSORING LOCAL ALUMNI EVENTS, WE PARTICIPATE IN UNIVERSITY-WIDE ACTIVITIES, OPPORTUNITIES AND REPRESENT KENT STATE IN THE LOCAL COMMUNITY. IF YOU WANT TO CONNECT WITH KENT STATE AND LIVE IN OR AROUND NORTHEAST OHIO, THIS IS A GREAT PLACE TO START. WE ARE A DIVERSE GROUP OF KENT STATE GRADUATES; ALWAYS EXPLORING NEW OPPORTUNITIES, FINDING NEW WAYS TO HAVE A GREAT TIME, AND WORKING TO STRENGTHEN THE KENT STATE PRESENCE IN OUR AREA.