



SOCIAL MEDIA MARKETING GUIDE FOR UNIVERSITIES

*Tangible ways to promote Brazen chats
to your alumni and students*





IS THIS GUIDE RIGHT FOR ME?

If you're a Brazen customer who works in higher education and you're looking to ramp up your social media strategy, you're in the right place.



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TWITTER

Learn tips and tricks for marketing your Brazen events on Twitter



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LINKEDIN

Best practices for getting the word out on LinkedIn before, during and after your event



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FACEBOOK

Learn essential strategies for creating and promoting your events on Facebook



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INSTAGRAM

How to engage your alumni and students on Instagram with these design and strategy tips



Twitter

A few tips and tricks for marketing your Brazen events on Twitter

Create

Be creative and spice up your tweet copy to make it stand out! Twitter is a fun space, so let your university's personality shine. Use emojis, media, fun call-to-actions, and interesting questions to spark interest in your followers, increase engagement with your posts and ultimately drive event registrations.

Promote

Be sure to include your event name and purpose, date and time, a brief description of what to expect and a link to your landing page. It's been shown that tweets containing media (links, images, gifs, videos, etc.) have much higher engagement rates than tweets without. Make your event stand out on your alumni's feeds with colorful, engaging and relevant media!

Engage

Reply, retweet, and favorite - your three favorite words. Twitter is supposed to be a conversation, not a stream of self promotion. Interact with your audience so they know you're not a robot - and give them a sneak peak of how engaging your event will be.

Analyze

If you don't have your own social media tracker, use the built-in Twitter Analytics feature. Twitter Analytics breaks down your metrics and recaps your performance. Pay attention to impressions and your top tweets to replicate what style works for your alumni and students.

Tips for Your Outreach

- 1. Schedule your tweets in advance:** Invest in a social media scheduling tool to take the legwork out of planning all your tweets leading up to your event. This will allow you to plan out the posts when you have the time, and save you from hurriedly putting together your creative assets in crunch time!
- 2. Encourage retweets by your colleagues:** It's more than likely that other departments at your university have Twitter accounts, and even some of your colleagues. Encourage them to share and retweet your promotional tweets across various university channels, such as your university account, or if you're partnering with the business/law schools on campus - their accounts as well.

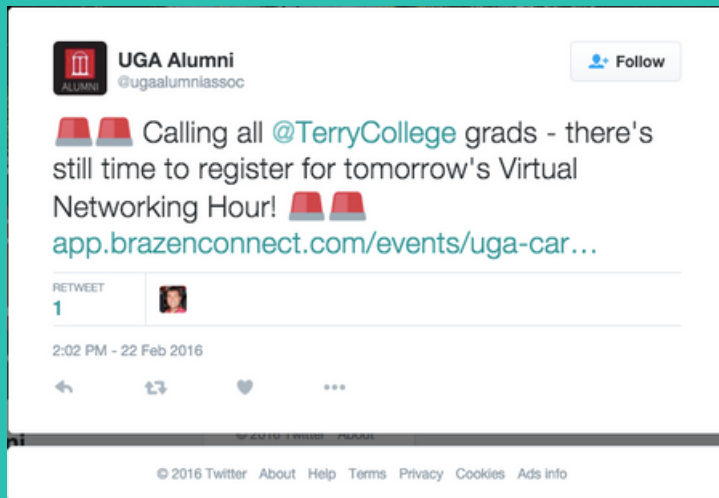


Twitter

Want to see this in action?

Check out these examples from your peers

1



2



1

University of Georgia - Took a playful approach and used siren emojis to liven up their messaging to stand out on a cluttered feed. Remember, these events are meant to be an exciting and memorable experience for your alumni - set the tone from the outset!

2

University of Arizona - Spiced up their message by adding media to their tweets, such as this entertaining gif! You'll not only take up more real estate on your alumni/students' Twitter feed but you'll also attract attention by showing your university's personality.



LinkedIn

A few tips and tricks for marketing your Brazen events on LinkedIn



Create

When creating the assets for your event, be sure to include the branding, event name and purpose, date and time (timezones always!), a link to your landing page and a brief description on why they should attend.



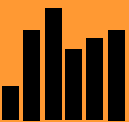
Promote

LinkedIn is all about building professional connections, so use it to engage your alumni and students! Tailor your posts to your alumni community, and invite them to interact with you through LinkedIn's messenger tool or comments. The more human your organization comes across, the better.



Engage

LinkedIn is a more professional medium than Twitter, but that doesn't mean your posts and content have to be boring. Use Sponsored Updates through your company page to reach more of your intended audience with targeted ads based on location, industry, company, etc.



Analyze

Keep track of your ad campaigns with Campaign Manager, LinkedIn's built-in business analytics tool, allowing you to sponsor content so it shows up in LinkedIn members' feeds. You can also choose to create highly targeted ads that show up on the top or right rail of many LinkedIn.com pages.

Tips for Your Outreach

- 1. Choose your timing wisely:** LinkedIn is most active on weekdays in the morning and just after business hours. Avoid scheduling too many weekend posts (with Sunday evening being an exception), and instead double down on posts during the week.
- 2. Lean on your colleagues:** encourage your colleagues, partners at your university and high-profile alumni to share your event with their connections. There's nothing quite like providing a human face to your university!
- 3. Media is your best friend:** similar to other social media channels, posts on LinkedIn stand out much more when you include a picture, video, GIF or any kind of media. Be creative and show your organization's personality!

Want to see this in action?
Check out these examples from your peers

1

Build your W&M Network on LinkedIn – W&M Online Networking Hour - Feb. 24 at 12pm EST



Michael Steelman

Director of Alumni Career Management and Professional Networks at William & Mary

This online speed-networking event is free, fun and only one hour each. You'll pair with fellow alumni for one-on-one, 8-minute text-based chats in booths representing industries.

W&M Online Networking Hour (with Industry booths)

Wed., Feb. 24 | 12 - 1 PM EST

Learn more and register at: <http://a.wmalumni.com/feb242016>

HOW IT WORKS:

Online networking enables you to speed-network no matter where you are in the world. You can sign in from your home, office, local library, smartphone or tablet. The chats are text-based and timed, allowing you to make connections, exchange contact information, and end the hour with several new connections you didn't have before. A transcript of your conversations will be saved for you to access after each event so you can look back at your chat history, review your notes, gather contact information and follow up.

Questions? Please contact Michael Steelman at masteelman@wm.edu

Respond Now

View

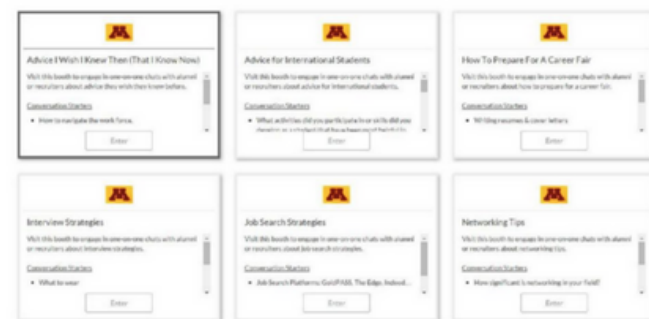
2

Jon Ruzek

Senior Director of Alumni Networks at University of Minnesota Alumni Association

21m

A big THANK YOU to all the alumni and recruiters who took part in today's virtual Career Advice event for University of Minnesota students. 180 unique chats took place between students and alumni/recruiters on a variety of topics, from career fair preparation, networking tips, job search strategies and "advice I wish I knew then." #UMNProud #HireUMN show less



Unlike • Comment • Share • 4 2



Bethany Mills, LPC Jon, this is a fantastic idea! I might have to steal this for UGA alumni. Great work!

4m



Jon Ruzek thanks Bethany! The Alumni Association provided the platform and promoted to alumni, while also working with our career services colleagues for... show more

1m

Add a comment...

1

William & Mary - Led with event details (date and time), and clearly laid out what to expect from an online networking event. *Pro Tip:* they include a link to their alumni website to learn more.

2

University of Minnesota - An excellent example of a university doing a wrap up after a successful online event. *Pro Tip:* include a breakdown of how you organized your booths to show the types of conversations that alumni had. It's a great way to encourage alumni to attend your next event!



Facebook

A few tips and tricks for marketing your Brazen events on Facebook



Create

When creating posts or status updates, make sure to include your branding, the event name and purpose, date and time, a link to your landing page and a brief description of what to expect in an online event. Pro Tip: add a customized cover photo for your event and one of Facebook's call-to-action buttons on your alumni page and see additional registrants trickle in.



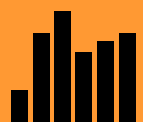
Promote

The best promotion strategies spread the word across alumni chapters/regional clubs, such as your alumni page, your university's main page, and if you're hosting a geographic event - the alumni page for that area. Drum up additional excitement by creating an event on Facebook and using it to keep your audience informed through post shares and status updates.



Engage

Interact with your audience! While Facebook may not be as obvious a tool for this as Twitter, the Messages tool allows for direct communication between you and your alumni/students. If you're particularly responsive, you can earn the "very responsive to messages" button, a clear sign that you value communication.



Analyze

If you don't have your own social media tracker, use the built-in Facebook Insights tool to gain specific and valuable knowledge on who is viewing your page and how your content is performing. See visits, engagement, and reach to learn what's working and what needs to be changed.

Tips for Your Outreach

1. Timing is everything: Facebook is a unique mix of personal connections and brand interactions, it can be tricky to find the right time. [Research shows](#) that 75% of your post's lifetime engagement will happen within the first five hours. To make the most of your time, experts recommend posting between 1-3pm on Thursdays and Fridays.

2. To post or not to post: Research has shown that about 0.5 posts per day (1 post every 2 days) will achieve the most likes on Facebook. *Pro Tip:* when you add a link to your post, Facebook will automatically create a clickable thumbnail image. Once that appears, feel free to delete the URL to keep your post streamlined. You have the option to upload your own picture as well, just make sure it's on brand with the rest of your promotion strategy.



Facebook

Want to see this in action?
Check out these examples from your peers

1



2



1

DeVry University - Included clear call-to-actions in their post to encourage students and alumni to register: "join" "connect" "learn" and "register." The next step was simple and obvious!

2

George Mason University - Posted a picture instead of a status, allowing it to take up more space on a newsfeed. Pro Tip: Customize your image and include useful information like date, time, and event name to drive home the message.



Instagram

A few tips and tricks for marketing your Brazen events on Instagram



Create

Make your photos and videos eye-catching - but don't just limit yourself to Instagram's editing tools. With a million apps, both paid and free, you have the ability to create a unique aesthetic that makes your organization's page stand out.



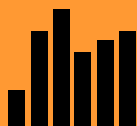
Promote

Get the word out about your event! Use sponsored posts - run through your organization's Facebook account - to promote your event. Use Instagram to expand the reach of your event and get it in front of more eyes to increase attendance!



Engage

Make it a conversation! Interact with your students and alumni by creating content for them to comment on and share with fellow alumni. Try asking questions and see what kind of engagement you get from your alumni and students.



Analyze

Use Instagram's Insights tool to see a breakdown of your follower demographics, as well as engagement with your posts and reach. Use this to create more targeted posts, and see the optimal times to reach your follower base.

Tips for Your Outreach

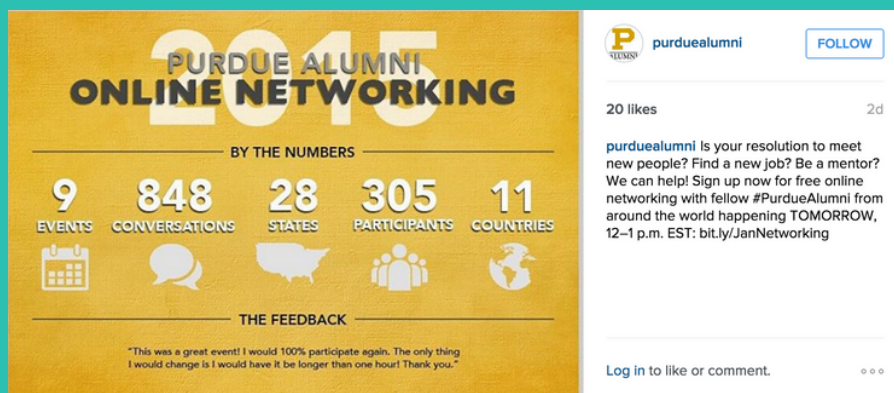
- 1. Use high quality photos:** these can be stock photos or original photos, but make sure they have a high resolution and don't become blurry from cropping or too many filters.
- 2. Create a hashtag:** hashtags can be used to promote your event and keep track of conversations around it. Make it fun and themed to your event!
- 3. Hold a photo contest:** use a photo contest paired with your hashtag to build anticipation and excitement around your event. Not only will your immediate audience get involved, but they'll also be promoting your event for you among their followers!



Instagram

Curious how to employ these strategies?
Check out these examples from your peers.

1



2



1

Purdue University - Provided a visual recap of their 2015 online networking - highlighting geographic reach, number of chats held and how many participants attended. *Pro Tip:* they encouraged their alumni to use the hashtag #PurdueAlumni to monitor conversations around their events.

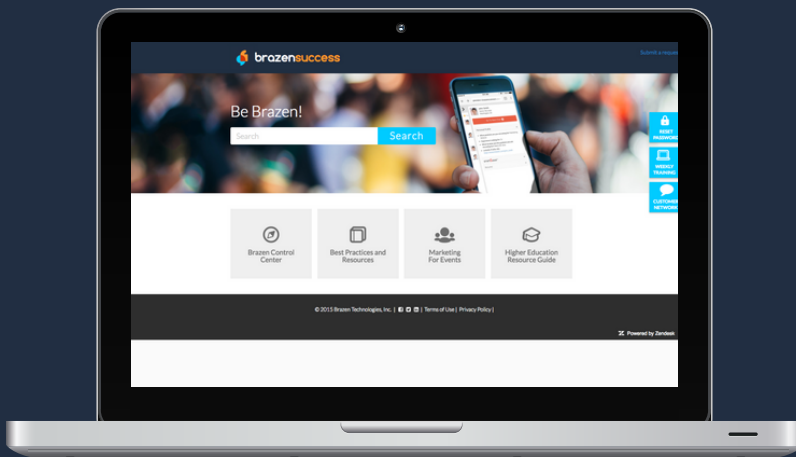
2

Purdue University - Used fun and eye-catching ad copy that stood out on their alumni's congested feed. Pro tip: they turned "networking" on its head, by hosting online career fairs that can be accessed from, guess where...your couch!



Looking for more best practices?

Check out success.brazenconnect.com for tips on how to get the most out of your account.



We hope you enjoyed this guide, and we look forward to helping you engage your students and alumni!

*Be Brazen,
The Brazen Team*

**Check out our
Success Site**

**Schedule My
Next Event**