Social Media to Engage Alumni Volunteers

Penn Alumni Volunteer Leadership Retreat
February 18, 2017
Overview: Platforms

Facebook
Instagram
Twitter
LinkedIn
Snapchat
General Best Practices

Listening is always the first step

Engage people where they already are

Be authentic and develop a unique voice

Provide value

Identify your goals beforehand

Use hashtags to your advantage
Penn Alumni on Facebook

News & updates on the Schools & Centers, Alumni, Athletics, etc.
On-campus events and activities
Re-shares from Instagram account
General engagement and feel-good posts
Facebook

Post relevant articles and links
Create events & generate enthusiasm
Share photos and videos (create albums)
Connect with classmates & friends
Use wide network to solicit donations
Create groups for targeted discussions
Crosspost videos from other pages
Penn Alumni on Instagram

Compelling images of campus & activities

Short videos

News with graphics

New feature: Stories
Tag or mention the University (@pennalumni) in your posts so they can engage and repost

Use geotags

Follow University accounts, alumni, relevant influencers, professors, etc.
Use existing hashtags to grow your following. Search specific hashtags and like those posts to engage with other users

Create unique hashtags for specific events (e.g. #PennAW, #BY09)

Make use of the link in your Instagram bio and include “link in bio” CTA

Use Instagram stories to document a day in pictures & video

Tag other accounts; experiment with stickers and new features

Download tools like Boomerang, Prisma, Layout, Hyperlapse
Penn Alumni on Twitter

News

Communicating with students/organizations

Alumni, athletics, school & center news

Retweeting relevant content from other organizations
Follow Penn, other Schools & Centers, professors, etc.

Retweet from your personal account (if you have a lot of followers)

Use hashtags during events (e.g. PennAW for alumni weekend)

Give shoutouts for alumni accomplishments

Expect lower engagement than on Facebook or Instagram
Penn Alumni on LinkedIn

Professional networking and connections

Career-relevant news
Connect your personal network on LinkedIn

Join Penn-specific groups to connect with fellow alumni and participate in closed-group discussions

Job searching and networking

Post articles related to your industry and/or Penn (tag the University if mentioning them)

Experiment with publishing content on LinkedIn
Penn on Snapchat

Images that disappear after a set amount of time
Can be used to tell a story of an event or day
Setting up custom geofilters for special events
Snapchat

Set up your own **custom geofilters** for events (cheap!)

Send private snaps to Penn

Tell stories around your passions for Penn

Make sure individual snaps contribute to a greater story

Balance video and photo content to keep it lively

Experiment with filters, text, and stickers
Cheat Sheet: Penn Social Media Handles

@Penn Alumni | @UnivPennsylvania
@PennAlumni | @uofpenn
@PennAlumni | @penn
linkedin.com/groups/58092
@uofpenn