Welcome Chapter Leaders
May 2019
Welcome!

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Program Coordinator –International chapters

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Manager-Chapters, Regional Relations
Today’s Presenters

Dexter Patterson ‘14
Senior Social Media & Digital Specialist

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Marketing Coordinator
Why Social Media?

• Brand Awareness
• Customer service
• Storytelling
• Social Data
• Advocacy
• Advertising
Align Social Goals with Business Goals

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<th>Business Goals</th>
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<td>Word of Mouth</td>
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Where We’re At-Facebook
Facebook Tips

• Create Facebook Page
• Use good visuals
• Use the 80-20 Rule
  ▪ 80% of the time share content that provides value
  ▪ 20% of the time ask them to do something
• Min. 3-5 posts per week
• Facebook events
• Think beyond the newsfeed!
Facebook Tips

Communities as central as friends
Facebook Tips
Facebook Tips
Where We’re At-Twitter
Twitter Tips

• Follow all the major UW-Madison accounts
  ▪ Create UW-Madison Twitter List with all those accounts

• Craft a good bio
  ▪ Accurate, entertaining, and targeted

• Visuals are key

• You can Tweet 1-5 times per day

• Use relevant Hashtags
  ▪ Hashtags double engagement

• Retweet content relevant to your brand

• Be responsive to everyone that engages with your profile
Where We’re At-Instagram
Instagram Tips

• High quality images are a must

• Post 1 time per day

• Highlight your followers
  ▪ Repost App

• Instagram Stories
  ▪ Easil.com

• Branded Hashtags
What Works - Current Events
What Works-Video

Performance for Your Post

- 68,491 People Reached
- 20,635 3-Second Video Views
- 1,064 Reactions, Comments & Shares

Other stats:
- 3,211 Engagements
- 2,158 Post Clicks
- 1,815 Other Clicks

Wisconsin Foundation and Alumni Association
What Works-Badger Pride

Performance for Your Post

- 195,572 People Reached
- 19,496 Reactions, Comments & Shares

- 13,475 Likes
- 1,669 Loves
- 68 Haha
- 655 Wow
- 11 Sad
- 12 Angry

Engagements:
- 31,047 Engagements

Boost Post

Wisconsin Alumni are feeling proud at University of Wisconsin-Madison.

Published by Decker Patterson | February 27, Madison.

The No. 1 university in America for turning out current CEOs of Fortune 500 companies is not Harvard, not Stanford, not Notre Dame. It's the University of Wisconsin-Madison.

https://chiefexecutive.net/fortune-500-ceos-wisconsin/
What Works - Campus Icons
What Works-Fun

Performance for Your Post
- 221,857 People Reached
- 78,865 3-Second Video Views
- 7,663 Reactions, Comments & Shares

#UWGrad

Jump Around!

People Reached: 221,857
Engagements: 26,886

Wisconsin Alumni is 😊 feeling excited.
Published by Dexter Patterson
May 11 at 2:06 PM
Jump Around Commencement Style
#JumpAround #UWGrad
What Works-Crowdsourcing
What Works-Sincerity
Social Media Management-Hootsuite
Best Practices

• **Use Compelling Visuals** — Make sure these creative assets are of high quality. Avoid using blurry images or videos or creative that doesn’t accurately reflect the UW or WAA brand. The goal is to **“stop the scroll.”**

• **Less Is More** — Keep your posts clean by using minimal text and instantly recognizable or iconic images. Faces and people in action perform best.

• **Live Video** — If there is a chance for you to “go live,” do it. The Facebook algorithm still loves live video and shows favoritism by placing live videos at the top of the News Feed as well as notifying your followers.

• **Think Beyond the News Feed** — Stories are and Groups are the future
Best Practices

• **Tap Into Emotion** — Share content that speaks to strong emotions.

• **Find Best Time to Post** — Use Facebook Insights to get data about when your fans are online.

• **Avoid Posting More Than Once a Day** — Engagement and organic reach drop dramatically when you post more than once a day.

• **Display Impact** — Share success and needs-based stories. Show your audience why and how their support matters.

• **Competition Analysis** — Use the “Pages to Watch” feature on Facebook to see what’s working or not working for your industry peers.
Questions?
New Look to Emails

- Mobile first
- Consistency
- Logo placement
- Larger font
- Increase white space
- Easy to Scan
Questions?
Digital Process Update

• Digital Support Team Structure vs. Individual Contact

• Web and digital questions/updates should be sent to your chapter representative who will facilitate your request with digital.
Email Submission Form Update

TODAY
• Removing the “desired email send date’ field
  ▪ This will follow our email timelines
  ▪ Chapter representative will follow-up with the send date
  ▪ Special requests can be submitted in the notes, but are not guaranteed

NEXT WEEK
• Email requests will start following the new template
• Copy document template
Timelines

- Emails with or without registration
  - 3-5 business days

- Newsletters & Email Solicitations
  - 5-7 business days
Reminders:

- Student Send Off event details due **six weeks prior to event date**
- Welcome to the City changes
- Football season 2019
- Annual Reports due **September 15**
- Badger Leaders Conference **October 10-12**

Next Calls:

- **June 26:** chapter host
- **July 24:** UW Athletics and NCAA Policies
- **August 28:** chapter host