





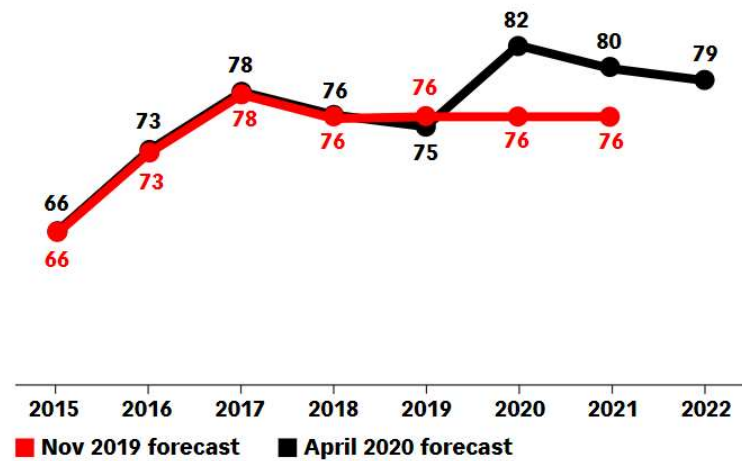
Agenda

- Social
- Email
- Event Invites
- Website
- Q & A

Focus on Social

Social Networks: Average Time Spent by US Adult Social Network Users, 2015-2022

minutes per day, Nov 2019 vs. April 2020



Note: ages 18+ who use social networks at least once per month; time spent with each medium includes all time spent with that medium, regardless of multitasking or device
Source: eMarketer, May 2020

255186

www.eMarketer.com

First - Content

- 1-3 Platforms
- Create unique, local Badger content
- Share UW and WAA content
 - @wisalumni
 - @UWMadison
 - @wisconsinbadgers
- Give before Asking



Then - Audience

- Include “Follow us” messaging in:
 - Emails/Newsletters
 - During Events
- Ask for Support
 - From your board
 - From your alumni
- Leverage @ and #

Consolidate Email Messages

- Email fatigue
- Create consistency
 - Timing
 - Type of content
- Leverage UW and WAA content

WISCONSIN ALUMNI ASSOCIATION | Washington, DC, Chapter

Hi, DC Badgers! Read on to fundraising effort (virtual this

Meet the 2020–21 Board!

President: Ryan Tobiasz '02
Degree: BS psychology and behavioral science & law
Favorite Madison hangout: Memorial Union
Favorite DC hangout: running through the National Mall

Vice President: Nick Kasza '08

Fill the Hill 2020: Virtual
Wednesday, Oct. 21, 11 a.r
Enjoy a grand, goofy UW tra at the same time!

Social Media

Visit our [website](#) or find us on [Facebook](#) or [@DCBadgers](#) on [Instagram!](#)

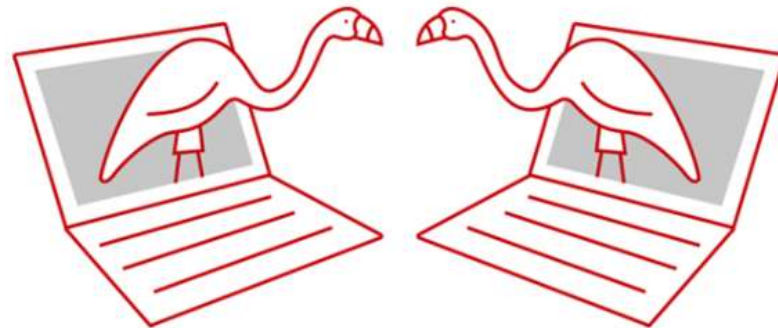
Ideas?

Have any ideas for virtual events or other ways to connect virtually? Anything you would like DC Badgers to organize? Contact dcbadgers@uwalumni.com to share your thoughts.



Virtual Event Invites

- Shorter lead times for planning extracurriculars
- Reduce barriers to engagement





Website Updates

- Anticipated Launch: Q1 2021
- New Chapter Leader Permissions!



Questions?





How will alumni find their chapter?

- Activities > Near Me
 - Will highlight the local Chapter & upcoming local events
- Calendar of events and general site search
- Communities > Chapter and Groups page



Your Chapter Website!

- Highlights value of chapters and recognizes Bascom and Varsity
- About your chapter shares what makes you unique
 - 450 characters max (with spaces)
 - Angela will go over some good examples and homework
- Card design/navigation
 - Scalable
 - Some customization
- Upcoming Events
- Chapter Sponsors
- WAA Stories
 - Content is refreshed for you
 - Connects alumni back to UW

Chapter Leader Resources

E-A-S-Y:

- navigate to this via the footer on any page
- One request form location
- Top news/posts
- Searchable articles and resources