OVERVIEW

Why should you dedicate time to marketing on social media? A social media marketing approach allows you to reach a targeted and active alumni audience without investing a ton of time or breaking the bank.

There are many social media platforms available, but four do a great job at promoting events:
- Facebook
- Instagram
- Twitter
- Snapchat

These four platforms make it easy to spread the word about upcoming events but also help you to share the experience with those who couldn’t make it. For this reason, chapters can save time, raise awareness, and increase event attendance — all with a series of tweets, snaps, Facebook posts, and Instagram posts.

SOCIAL MEDIA POSTING TIPS

Use only one hashtag across all platforms for this event. The official hashtag is: #UWFoundersDay

Facebook Tips
- Create a Facebook event.
  → List the Wisconsin Alumni Association® as your cohost so that we can help promote the event.
  → Invite fellow Badgers and share the event on your personal profile.
- Use short posts with images of people and useful links. These posts tend to be the most eye-catching.
- Tag all Badgers you know in the photos for a larger reach.
- Be prepared to respond to questions within 24 hours.

Twitter Tips
- Keep tweets short and to the point. (You only have 280 characters.)
- Provide a link for alumni to get more information about events on your website.
- Include a concise call to action and a link.
- Post an image to double the likelihood that your tweet will be seen and shared.
- Be responsive and timely.

Instagram Tips
- Create an Instagram story for the event.
- Tell stories with images.
- Share photos from previous events.
- Tag @WisAlumni in all posts.
- Put the event link in your bio.

GOAL

Help increase WAA brand awareness, alumni engagement, and event attendance for Founders’ Day events.
Try an alumni selfie/photo contest.

→ To enter, alumni must tag @WisAlumni and include the hashtag, #UWFoundersDay, with their posts.
→ Select winners at random throughout the night to encourage and reward participation.

Snapchat Tips

• Take attendees behind the scenes before the event.
• Provide exclusives to build excitement (e.g. food, venue, and swag).
• Include real-time photos and videos for people who can’t attend.
• Have fun with your images and videos (emojis, stickers, GIFs, and bold text are engaging).
• Download Snapchat images/videos and share them on other social media websites.

WHAT WE HOPE TO ACCOMPLISH

• Increased chapter awareness
• Higher event attendance
• Social media ad clicks and website traffic
• Alumni engagement online including likes/reactions, comments, shares, retweets, and screenshots

SAMPLE SOCIAL MEDIA POSTS

Facebook

• How big was your freshman class? The very first class that met at the University of Wisconsin on February 5, 1849, had just 20 students. Join us on [DATE] to commemorate this milestone!
  bit.ly/celebratefoundersday

• On February 5, 1849, the University of Wisconsin held its very first classes. This February 5 kicks off a season of global events when Badgers around the world will connect and share their love of the UW. Join our local event on [DATE]!
  bit.ly/celebratefoundersday

• Last chance to register for our chapter’s Founders’ Day celebration! Join us on [DATE] to connect with other local Badgers and celebrate the many ways the UW is moving forward.
  bit.ly/uwfoundersdayevents

Twitter

• When Badgers connect, great things happen. Join us on [DATE] to celebrate the many ways @UWMadison changes lives and moves the world forward.
  bit.ly/celebrateuwfoundersday #UWFoundersDay

• On February 5, 1849, 20 students met for @UWMadison’s very first day of class. Today, the UW is still changing lives and moving the world forward.
  bit.ly/uwfoundersdayhistory #UWFoundersDay

Official event hashtag: #UWFoundersDay

Founders’ Day URL: uwalumni.com/events/founders-day