Agenda

• Planning
• WAA Email Process
• Framing Your Message
• Best Practices on Social Media
• How to Apply: Founders’ Day
Don’t be afraid to ask questions or share comments in the chat!
Planning: Turnarounds

• The earlier you start planning, the better
  ▪ Start mentioning at game watches: immediate
  ▪ Get on website: 1-3 days
  ▪ Publish on social media: 1-3 days
  ▪ Request email: 3-5 days
    ◦ Ideally send 2-3 weeks out from event, depending on type of event and cost.
WAA’s Email Process

Email Request
- Word or text doc.
- Images are great!
- Event details

WAA Process
- Built in HTML
- Copy revised
- Proofed
- Events added to website

Approve and Send
- Sent to be approved
- Any changes made
- Email sent to local alumni and WAA members
January 2016 Newsletter

Join the DC Badgers CAN Basketball Team
Our basketball team is still looking for players! If you are interested, please contact Pete and Eric at CAN.Wisconsin.Basketball@gmail.com.

Arlington National Cemetery Wreath Clean Up (January 24)
Join us for our annual wreath clean up at Arlington National Cemetery! We'll meet at the welcome center at 8am – we'll be by the Badger flag. For more information, please email Purnita at purnita.howlader@gmail.com.
When: Sunday, January 24 at 8am
Where: Arlington National Cemetery

Volunteer at Central Mission Union (January 24)
This month, DC Badgers will host, serve and clean up at the Central Mission Union shelter. If you are interested in volunteering, please email Laila Salimi at lailasalimi@gmail.com.
When: Sunday, January 23 from 11:00 AM to 1:00 PM
Where: 65 Massachusetts Ave NW, Washington, DC 20001

DC Badgers Volunteer at the Rock N' Roll Marathon (Saturday, January 30)
DC Badgers will be helping staff water stop #6 during the Full and Half Marathon in DC! We are looking for 10 or more volunteers to help with water and Gatorade to runners. Each person from our club will earn credit towards scholarship funds being donated to the Marathon Series to help out fellow Badgers! Sign up at http://volunteer.competitor.com/select_group.php

Upcoming Events

Volunteer at Central Mission Union Shelter
This month, the DC Badgers will host, serve, and clean up at the Central Mission Union shelter. If you're interested in volunteering, please reply to Laila at lailasalimi@gmail.com.

Arlington National Cemetery Wreath Cleanup
Join us for our annual wreath clean up at Arlington National Cemetery. Meet us in the welcome center at 8am; we'll be by the Badger flag. If you have questions, please email Purnita at purnita.howlader@gmail.com.

Wisconsin vs. Maryland Basketball Game Watch
Join us to watch the Badgers take on the Maryland Terrapins! We'll be watching the game at our usual spots, Hamilton's Bar and Grill and Lou's City Bar.

Wisconsin Foundation and Alumni Association
Framing Your Message

• Basic:
  ▪ Date and time
  ▪ Location
  ▪ Who to contact or how to register

• Better:
  ▪ Description (Why should someone care?)

• Best:
  ▪ All this, plus excitement(!) and succinct
Pause: any questions so far?
Social Media is a Conversation

• Consider what social media channels are right for you and your audience

• Useful tools and resources:
  ▪ Scheduling Posts
  ▪ Aggregators such as Hootsuite
  ▪ ITTT (If This Then That)
  ▪ Fellow chapter members!
New Social Media Photos!

- Avatars
- Cover Photos

- Found in the appendices of the Chapter Leader Handbook, under “Communicate”
Best Practices: Facebook

• Leverage Wisconsin Alumni Association Facebook Page

• Posts should always be visually appealing
  ▪ Iconic photos and videos perform best

• Use the 80-20 Rule
  ▪ 80% of the time share content not asking alumni to do anything
  ▪ 20% of the time promote events and volunteer opportunities

• Min. 1 post per day M-F

• Create official Facebook events for all your chapter events

• Most importantly, HAVE FUN!
Best Practices: Twitter

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

• Craft a good bio
  ▪ Accurate, entertaining, and targeted at alumni in your area

• Visuals are key

• Tweet minimum two times per day
  ▪ This includes Retweets

• Use relevant Hashtags
  ▪ Hashtags double engagement

• Be responsive to everyone that engages with your profile
Best Practices: Instagram

• High quality images are a must
• Post minimum one time per day
• Highlight your followers
  ▪ Crowd Source their images
  ▪ Re-Share images with Repost or Regram App
• Tell your chapter story with images
• Hashtags are the key to being found on Instagram
Pause Two: any questions?
Put it to work: Founders’ Day

• Already taken care of: email and website
• Be sure to remind folks of Founders’ Day at upcoming events
• Create a Facebook event and encourage followers to invite their Badger friends
• Use the hashtag #UW1849 to join the larger conversation
• Capture the event with photos
Email and Website

FOUNDERS’ DAY 2016

Celebrate your university with your fellow alumni in your community.

Don’t miss your local Founders’ Day celebration!

GET EVENT DETAILS >

Founders’ Day Celebration
February 9 - 6:00PM - 9:00PM
Tommy Bahama Restaurant & Bar, Town Square, 6636 Las Vegas Boulevard South, Las Vegas, NV 89119
Cost: $45

You’re Invited

Don’t miss this opportunity to reconnect with the UW and your fellow alumni! Gather with Badgers from your area to commemorate the UW’s first day of classes in 1849. Celebrate the university and learn about what’s happening on campus today.

Special Presentation

“Beyond the Left-Right Divide: Partisan Polarization, the 2016 Elections, and the Future of American Politics”
By UW faculty member Michael Wagner
Assistant Professor and Lewis A. Meier Faculty Fellow, School of Journalism and Mass Communication; Director, Physiology and Communication Effects Lab; Assistant Professor, Department of Political Science

Program Details

- Reception (cash bar): 6 p.m.
- Dinner: 6:30 p.m.
- Speaker: 7 p.m.
- Silent auction: 8 p.m.

The cost of $45 per person includes grilled chicken breast with filet medallions, almond rice, broccoli, key lime tart, chocolate and pina colada cake bites, coffee, tea, and soda.

For questions regarding directions, parking, accessibility, and other event details, contact Richard Teschner at rich.teschner@wualumni.com.

Organized by WAA: Las Vegas Chapter.
Facebook

WAA: Chicago Chapter Founders' Day Celebration

Thursday, May 1, 2014 at 5:30 PM
More than a year ago

Quaries & Brady LLP
300 N LaSalle Suite 400, Chicago, Illinois 60290

Join fellow alumni for the chance to connect with the University of Wisconsin-Madison — and each other — while sharing in rich traditions and learning as Badgers again.

Registration EXTENDED to Monday, April 28, 2014.

“Head Injuries in Sports” Panel Discussion

Join Badger team physician Dr. Craig Landau and area alumni for a panel...
Facebook
Excellent Founders' Day event and we were fortunate to have @jfclearywisc visit and give a terrific talk #UW1849
Instagram

chicagobadgers Did you #ChiBadgers receive your invite to Founder's Day? We look forward to seeing you on May 1! Register in the link on our page. #uw1849
carolineradaj YAYYY!
Founders’ Day Challenge

1. Send us photos of people at your chapter’s event.

2. Send us video of your chapter singing ‘Varsity.’
Questions?
Thank you!

• More questions? Don’t be afraid to email, here to help: jholzhuter@waastaff.com
Other Announcements

• February 5 is a spirit day for Founders’ Day
  ▪ Be sure to wear red and share a photo of it on social media to celebrate the UW’s first class.

• Be sure to submit your event details eight weeks in advance.

• Reminder: Chapters pay for their speaker’s meals.
Next Call

• Wednesday, February 24, 3 p.m. CT
• This call will focus on admissions. An Office of Admissions and Recruitment representative will talk about policy changes that address concerns that chapters have had regarding admissions. This will be an important call that you won’t want to miss.