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Alumni Volunteer Summit

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Social Media Tips
for Queen's Volunteers



Social Media Tips for Queen's Volunteers

A QUICK LOOK AT POPULAR SOCIAL MEDIA PLATFORMS:



Facebook: One of the most popular social media platforms. Nearly half of all Canadians check their Facebook accounts daily. If you only have time to post on one platform, use Facebook.



Twitter: Posts are limited to 140 characters so this is best for short content and “live tweeting” events, which is like giving a play-by-play of a speech or reception. The Queen's Alumni Twitter feed live tweets during Homecoming weekend. Hashtags (#) are short links preceded by the pound sign (#). The # turns any group of words that directly follow into a searchable link.



Instagram: Great social media platform to post a photo. It is very popular among students and younger alumni. The drawback is you can't post a website link in the comments section.



Flickr: Great website to post a lot of photos because it has an “album” feature (unlike Instagram, where you can only post one photo at a time). You can post hundreds Branch networking event photos in a Flickr album.



LinkedIn: Facebook for business people. This is where you connect with mentors, get job leads, network, etc. It's a great place to promote QUAA Branch networking events.

Social Media in the Queen's Alumni Context:

What's a good time to post?

Stats from the Queen's University Alumni Facebook page show that users generally log in between 10 am and 10 pm Monday to Friday.

What content is popular on Queen's Alumni social media channels?

- **Stories that showcase the successes of Queen's alumni** are popular, like a recent article about 12 alumnae appearing on the list of Canada's top 100 most powerful women (126 likes, 28 shares on the Queen's Alumni Facebook page).
- Buzzfeed lists that **instill pride in our university** (29 Amazing People You Probably Did Not Know Are Queen's Alumni) or play up **Queen's nostalgia** (17 Things Only Queen's University People Understand) are hugely popular, with both lists receiving more than 10,000 page hits.
- **News about transformational gifts to Queen's**, such as the Baders' Rembrandt donation (156 likes, 12 shares) and the \$50 million Smith School of Business gift (60 likes).
- **"List stories" where Queen's is ranked highly**, such as the 10 Best Libraries in Canada (128 likes, 20 shares), Top 10 Universities for Sport and Recreation (110 likes, 50 shares), or the BBC naming Kingston one of the top five university towns in the world (which had more than 6500 clicks from our social pages).
- **Queen's Homecoming Weekend** events when alumni are welcomed home to connect with each other, current students, and campus life.
- **Queen's community accomplishments:** A photo of Art McDonald in front of the physics building on the day he won the Nobel Prize received more than 1,500 likes and 192 shares. (Queen's Alumni's previous most-liked Facebook post was around 260.)



All Alumni Volunteers: Social Media Tips

Queen's University is distinguished by excellence and leadership in volunteerism. Queen's volunteers are integral partners whose contributions are respected, recognized and championed.

As an alumni volunteer you are a valued ambassador for Queen's, and your approach to social media can positively impact your volunteer organization, the University and Queen's student-life.

Social media allows you to be social with your tricolour family despite distance or time apart. Leverage the power of the global alumni network by connecting with your classmates, club mates, regional alumni and even current students.

General Tips:

- Follow Queen's (www.Facebook.com/QueensUniversity), Queen's Alumni ([/Queensalumni](https://www.facebook.com/QueensAlumni)), Queen's Student Alumni Association ([/QueensStudentAlumni](https://www.facebook.com/QueensStudentAlumni)), and your faculty/department on **Facebook**. Share these posts to your networks and encourage conversation on news from the University.
- Follow Queen's (@QueensU), Queen's Alumni (@Queensalumni),
- Queen's Student Alumni Association (@QSAA),
- QUAA President (@quaapresident), Principal Daniel Woolf (@queensprincipal) and your faculty/department on
- **Twitter**. Tweet, re-tweet, like and click on links related to Queen's stories and news that interests you.
- Join Queen's Connects on LinkedIn to connect with Queen's students seeking alumni career advice.
- Connect with your Alumni Relations & Annual Giving staff partners. They are here to help you strategize on the best approach for your social media campaigns or groups. They can link you with Marketing and Communications specialists to map-out your ideas and support your initiatives through central social media platforms.
- Check out the Queen's Volunteer Opportunities Directory for support and advice in all of your volunteer initiatives at queensu.ca/alumnivolunteer.



Branch Volunteers: Social Media Tips

Queen's is a school that produces the leaders of tomorrow. It has world class research and many prominent alumni. Social media can highlight these great Queen's accomplishments that instill pride among our alumni.

How often should I post?

The main Queen's Alumni Twitter and Facebook pages try to post one or two items a day, but Branches may not need to be that active. Try to post something once every week or two to keep your community engaged. It looks like your page is inactive if people see your last post was six months ago, and you may lose the interest of your followers.

Where can I find content to post?

- Follow Queen's University and Queen's Alumni social media accounts. They are continuously posting campus news and updates on alumni activity and accomplishments. Share, like, comment and engage with this content.
- Ask members to post keeping-in-touch news such as career or life milestones on the page. Keeping-in-touch notes are the most popular section of Alumni Review magazine. Members of your Branch want to know when someone gets married, has a baby, gets a new job, wins an award, etc... If someone goes back to Queen's for Homecoming, or a campus visit, ask them to post photos so that your community can share in the fun vicariously.
- Boost Branch event attendance by working with your Alumni Relations & Annual Giving staff partner. They can reach out to the Alumni Communications department who will help promote your event on the Queen's Alumni social channels.
- Set up a Google News Alert for Queen's University, or key Queen's words. You may have to sift through articles that don't apply, but you may also find some gems. <https://www.google.ca/alerts>

Ask people to share/re-tweet your posts

- The more people that see your Branch post, the better. Ask people to share your post on their personal Facebook accounts. Get your information in front of as many alumni as possible. Reach out to people who have many social media followers – a re-tweet from a person with 5,000 followers can lead to a powerful impact.

Reunion Coordinators: Social Media Tips

With the majority of Queen's alumni using platforms like Twitter and Facebook, social media is a great way to keep classes and groups connected. The ease and flexibility that Facebook allows in creating groups will allow you to set up a page for your reunion-planning, and also keep in touch in-between reunions!

Most Reunion Coordinators rely on working with Staff Partners in Alumni Relations & Annual Giving to send e-mails with confirmed reunion details, event information, philanthropic planning, accommodation information, and links to registration information. A dedicated Facebook page or Twitter account allows for a more dynamic conversation in-between emails, and can give flexibility in planning and obtaining quick responses from classmates.

Things to consider when setting up a social platform for your reunion planning:

- Should your Facebook reunion group be closed or open?
 - The advantage of an open group is that it allows spouses and alumni friends (from other years and classes) to look at the page to see what is happening.
 - A closed group is best for when you want to control who can join your Facebook group. This scenario is good when you wish to ensure the privacy of your community, or to respect the preferences of some community members.
- Creating Facebook groups are a great way to help spread news about reunions – such as Homecoming planning, event details, and philanthropic initiatives.
- Be cautious in promoting accommodation information, or event locations that are at classmates' houses if your Facebook event is public. These details may best be communicated through working with your Staff Partner to create email updates.
- **Pro Tip:** If many people in your class are on Twitter or Instagram, you may want to consider creating a unique hashtag for your reunion group. Encourage people to post using the hashtag to let others know where they are or what they plan to do. The advantage is that if you search by hashtag, all the information will be in one place – you do not have to check individual accounts.



CONTACT:

If you have questions or advice, please contact Michael Onesi, Communications Officer in the Office of Advancement by email (onesim@queensu.ca) or by phone (613-533-6000 ext. 78063).

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