Social Media & Alumni Chapters

Your chapter’s social media presence is a powerful tool. It provides you a gateway to untapped participants and an ever-growing medium for relationship building and engagement. Kent State Alumni Association (KSUAA) believes in a balance between consistency as a global community and the individuality of each chapter, and thus provides the following guidelines for your social media presence.

KSUAA Chapter Social Media Expectation

Each chapter is expected to actively maintain a Facebook presence. A social media presence is accompanied by new opportunities to connect with alumni and community members. These include:

- Publicizing and discussing upcoming events,
- Connecting with a certain subset of the KSU community, e.g. chapter constituents,
- Sharing documents and new information,
- Sharing photos and videos from events,
- Participating in discussions with university constituents, and
- Promoting the Kent State Alumni Association.

Getting Started

Before starting a new social media page, check with your staff liaison to see if your chapter has an account, or previously existing groups of constituents. The message and power of these media will be greatly diluted by the existence of multiple groups for the exact same chapter.

Restrictions & Expectations

Ask yourself the following questions when logging on:

- What is the purpose of my post?
- What outcome do I want?
- Am I promoting discussion?

When it comes to your social media presence, how your chapter utilizes it at the end of the day is up to you and your constituents. Chapters are expected to post content at least twice a week. The alumni office will not tell you what to write, but as representatives of the alumni association and Kent State, we trust that you will compose yourselves effectively, professionally and follow university guidelines. Please refer to KSU Guide to Social Media for additional information.

Facebook Events

An event registration on Facebook is not equivalent to a KSUAA registration. The alumni association has a registration process, which captures registrants. Please maintain contact
with your staff liaison regarding event registrations. Especially for paid events, it is imperative that Facebookers are informed that one must officially register with the alumni association by calling the office or at www.kent.edu/alumni.

**Facebook Pages versus Groups**

Chapter leaders have a choice between a Facebook fan page and a group. Our recommendation is to have either one that is set to have public content. In other words, chapter leaders should create an open group or a fan page, which will allow any Facebook user to participate on your social media page. For additional questions or for help setting up a social media presence, contact your staff liaison at alumni@kent.edu, or 330.672.5368.

**For Those Chapters who have Twitter**

It is important to maintain your individual voice. At the same time, remember that you are representing the Kent State alumni community. Here a few tips to keep in mind when tweeting:

- **Use Twitter to cross post Facebook posts.** The office recommends chapters start with one social media platform (Facebook). If the chapter is interested in other platforms, be sure to talk with your staff liaison.

- **Review content before linking out to it.** Make sure your links work. Also, read content thoroughly before linking out.

- **If you are including pictures, make sure you have rights to them.** Be sure you are not infringing on any copyright laws before using images you find on the web.

- **Mention other profiles. Use hashtags.** Include other accounts in your tweets by using the @ symbol, followed by their Twitter handle. Use hashtags by putting a # in front of a word or phrase so that it is instantly searchable, as well as making your tweet appear in other searches. This will help you become part of a larger conversation.

- **Be kind and responsive.** Thank people for reaching out to you. Respond to tweets directed toward your account in a timely fashion. Within 24 hours is acceptable.

**HERE'S AN EXAMPLE FACEBOOK POST**

*The Northeast Ohio chapter of the Kent State Alumni Association offers KSU alumni, friends and supporters a way to engage with each other socially, professionally and intellectually. In addition to planning local events, we participate in university-wide activities, opportunities and represent Kent State in the local community.*

*If you want to connect with Kent State and live in or around northeast Ohio, this is a great place to start. We are a diverse group of graduates, always exploring new opportunities, finding new ways to have a great time, and working to strengthen the Kent State presence in our local community.*