

# UTSA alumni

## SOCIAL MEDIA GUIDELINES

A resource for UTSA Alumni Association chapters/councils

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The UTSA Alumni Association and UTSA Alumni Programs maintains and promotes participation on social media profiles and platforms with the following purposes:

- Continue to build and market the UTSA Alumni Association and the [UTSA brand](#) to alumni and the community
- Build and maintain an online community to:
  - Grow and enhance relationships with and among alumni and friends to celebrate, recognize and encourage support of UTSA
  - Alert members and alumni about opportunities to volunteer or serve through mentoring, job/internship placement, and philanthropy
  - Provide information about services that may be beneficial to alumni and friends, including sharing resources to assist with their needs and provide a forum for appropriate discussion of relevant topics
- Receive and respond to feedback received through social media channels
- Fulfill sponsorship opportunities

### Approval for creating accounts

Social media accounts/profiles may be set up by authorized UTSA Alumni Chapters/Councils and shall use the UTSA Alumni name and likeness on these accounts. "UTSA Alumni" should be used in the name of the account/profile.

- For chapters, the naming convention is UTSA Alumni CITY Chapter
- For councils, the naming convention is UTSA NAME Alumni Council, eg. UTSA College of Engineering Alumni Council, UTSA Black Roadrunner Alumni Council, UTSA Veterans Alumni Council, etc.

### Account Setup

UTSA Alumni Chapter/ Council leaders should follow the steps below when setting up a new social media account/profile:

1. Control and accountability should reside with your current leadership--it is recommended that more than one person have access to all social media accounts, with the chapter/council president being an administrator along with other appropriate officers.
2. Account login and password or access should be granted to the appropriate UTSA Alumni communications staff
3. Presence of branding elements: UTSA Alumni office will provide a branded image that shall be used as the profile image/avatar on Facebook / Twitter /

Instagram. Contact the official UTSA Alumni Association office (via Facebook @UTSAAlumni) for assistance.

4. Link back to [alumni.utsa.edu](http://alumni.utsa.edu) if you do not have your own web presence or [alumni@utsa.edu](mailto:alumni@utsa.edu) if you do not have a centralized email account. Use 210.458.4133 as your phone number.

#### Appropriate content & guidelines

Those responsible for adding content and responding to posts on the accounts/profiles represent the chapter/council and the UTSA Alumni Association, so it is important to exercise appropriate digital citizenship.

Use the following guidelines when posting content. Content that falls outside of these boundaries will be moderated and accounts may be blocked or removed.

- Be accurate
  - If you are not positive about an article, date, event, etc, do not post or share without finding the accurate information
  - UTSA Today ([UTSA.edu/today](http://UTSA.edu/today)) and UTSA Alumni Association accounts are updated daily with new content to post
- Be respectful
- Take the high ground
  - Users tend to hide behind their screen and post their opinions - Do not engage with users who are posting mean or inappropriate content. If necessary, report or block a user that is being inappropriate on social media platforms.
  - Inappropriate photos or posts should be removed or hidden immediately.
- Be aware of liability
  - If quoting an article, use quotation marks and share the URL to the article or website
  - When using photos, be sure to give credit to the photographer
- Stay on topics related to UTSA and UTSA Alumni--off topic or sub-tweeted posts not on topic may be deleted/hidden
- Maintain confidentiality and don't "break" news before official channels do so
- Don't make endorsements of sponsors or businesses unless approved by the UTSA Alumni Association staff. This includes promoting events that do not benefit the chapter/council, the UTSA Alumni Association or UTSA.
- Use hashtags/tagging
  - Use #UTSAAlumni and/or #UTSA on Twitter/Instagram
    - Tweets that include hashtags are 33% more likely to be retweeted than those without. Less is more - Tweets with only one hashtag are 69% more likely to get retweets than those with two hashtags
  - Tag @UTSAAlumni on Facebook; make @UTSAAlumni a co-host of your Facebook events so we will know to share them
  - Use #UTSA on LinkedIn

## Posting/Moderating Tips

- Keep your platforms “active” by sharing or posting at least 2-3 times a week. This ensures followers will actually “see” your posts.
- Use the inverted pyramid approach to content – put the most important information at the beginning of the post (most of the text will be truncated in longer post text)
- Tag @UTSAAlumni if you need assistance with answering questions or refer to our office
- Use visual content - interesting visuals creates more interaction
  - Tweets with GIFs get 55% more engagement; Tweets with images are 34% more likely to get retweets than tweets with no images
- For Instagram, imagery is crucial – keep the imagery as beautiful/ fresh as possible. If you do not think that you have enough interesting photos or short videos for Instagram, hold off on creating this profile.
- Tips on photos:
  - Use natural light, don't overexpose images, avoid filters, follow the rule of thirds, find interesting viewpoints, frame the subject, draw the viewer's eye, add depth
  - If you have content that you would like to add to Instagram, but it doesn't meet quality standards, consider adding it as a story (stories last 24 hours and are then removed)
- Feel free to follow other profiles and share relevant posts from those profiles
  - ex) @utsaalumni, @utsa, @utsastudents, @utsaathletics, #UTSA, #BirdsUp
- Ask open ended questions
  - ex) What would be your advice for Future Roadrunners?
  - Ask people directly to like your post
    - ex) “Like this post if you are a proud UTSA Alumni”
- Use polls and contests/giveaways to build engagement and following
- Provide reminders, updates, and calendar items
- Give helpful information about UTSA or the area
- Ask for feedback and suggestions
- Note: be courteous and accept the bad with the good.
  - Responses may be something like “Thank you for sharing your frustration. We would be happy to discuss this further. Please send us a direct message”
  - “Thank you for sharing your feedback!”
- If you would like us to share a Facebook event, please make us the co-host or tag us so we will be alerted to assist with promotion
- Social Media resources:
  - <https://sproutsocial.com/insights/resources/>
  - <https://www.socialmediatoday.com/>
  - <http://www.utsa.edu/ucm/>

