ROCK SOCIAL MEDIA

Whether you're already an expert in social media (hooray!) or feel like you clumsily navigate the sites, you can work them like a rock star for your Student United Way. Strategy is critical. Follow these steps, get creative, try things out and have fun!

FIRST STEPS

- **Define your goals.** What do you hope to accomplish? Do you want to use social media primarily to: spread awareness of the group; spread awareness of education, income and health issues; raise money; update students on upcoming projects; recruit new members; communicate internally with the group; share photos and results from events; or something else entirely? Outline a main goal (ex. increase student engagement with the group) and list your top priorities.
- **Create a flexible plan** for your monthly, semester / quarterly and yearly social media outreach. Planning helps with consistency and time management.
- **Designate someone** as the official social media lead and someone as a back-up for when the social media lead goes abroad, gets sick or for some reason can’t fulfill the role. Decide whether (and who) gets access to the social media pages.
- **Use tools** like Facebook Insights, Hootsuite, TweetReach, TweetDeck and a number of other free tools to track your results on social media. This is one powerful way to know if your social media outreach is effective or if you might need to rethink your strategy.
- **Choose social media site(s)** thoughtfully. As of this document’s publication Facebook is a must, but things change so quickly. Use the most relevant sites. If a student on campus started a new social media site, give it a whirl and promote your peers’ awesome endeavors.
- **Engage in conversations** on social media with other students, campus leaders, your local United Way, interested community members and change-makers in the fields of education, income and health.
- **Check out** what other campus organizations are doing with social media. You might find inspiration. Keep up with student government and club feeds to know what’s going on around campus and possible partnership opportunities.
- **Include your social media links** in all your marketing materials. Make your handles clear and easy to remember.
- **Mention @Student United Way** in your Facebook posts. We’d love to stay updated and share what you’re up to!
WHAT TO POST

- **Visual content**: Upload photos from projects and events. Photos help people visualize what your Student United Way does. Choose few but powerful words and focus on telling your story visually. Infographics, charts, images, videos and GIFs are much more eye-catching than plain text.

- **Information**: Post and update locations, dates, times and whatnot for meetings and events.

- **Call to action**: Be clear about how students can get involved: “sign up to volunteer here,” “donate here,” “retweet this,” “repost this,” “contact us here for more information.”

- **Current events**: Make it relevant. What's happening on campus, in your community and around the world? Post news and statistics about education, income and health. Did your school just create a new grant for service projects? Give the school a shout-out and encourage students to apply with education, income and health-related projects. Did a group of students recently produce a documentary about health issues? Promote them and talk about the work you’re doing in community clinics. Did a tornado strike a nearby town? Send out a call for donations and volunteers to help out over the weekend. Is a new baby meme all over the internet? Make that baby talk about early education readiness.

- **Stories**: Highlight group members, campus leaders, volunteers and community members both giving and receiving help.

HOW OFTEN

Every week, at minimum. Ideally, every couple of days!