



Facebook Strategy for University of Delaware Alumni Clubs

The goal of Alumni Relations is to expand your reach and engagement of Alumni. Social media helps us all to achieve this.

Club Pages:

Alumni club pages belong to the University of Delaware. Periodically, Alumni Relations will post on your page (please see the section **AR Posts On Your Page** section below). The club is strongly encouraged to frequently post content to keep your club's Facebook fans informed, engaged and active. If you are on your club's board, you can become a content manager of your club's page, so you can post club happenings, pictures, exciting news, etc. as well as create events and invite page members to events (not just your personal friends). To be added as a club page administrator, or if your area does not have a club page, please email alumnet@udel.edu with your club name and request.

Boosting Relevance Scores on Facebook

Facebook's relevance algorithm greatly lowers the Relevance Score of pages with only 1-2 posts a week, as FB assumes they don't have much to say. Five or more posts a week are recommended (up to a max. of 3 a day) since a post only stays in a person's feed for no more than 24 hours unless people are liking/commenting/clicking; then, that post's relevance score increases, and it will be resurrected and appear higher in the newsfeeds as well as on yet more people's walls. The 24-hour-shelf-life is why a post may only be seen by 60 people when there are 507 fans of the page. And, if no one likes or comments on it, a post will only appear on the page's most active fans' newsfeeds.

Presence:

Post whenever you have good content, ideally that would be at least 3x/week (*daily is ideal*) but not more than 3x/day (ideas below, and you can allow club members to post, which helps keep it varied and not all from one "voice"). Post more often leading up to an event (I have some loose guidelines below on frequency) to ensure all of your page's fans see that post, particularly the ones who only visit Facebook once or twice a week.

Scheduling:

Facebook traffic peaks mid-week, with Friday and weekend posts apt to receive less attention. Generally speaking, the best time of day to post is between 11 a.m. and 4 p.m. mid-week. That said, any post is better than no posts, regardless of time of day. It's also better to post when people may be thinking favorably of the activity you're promoting (i.e. if you're reminding people of a happy hour, try to post that in the afternoon rather than at 9am, unless it's the day of the event, then the earlier the better, so they can plan any last minute details).

The easiest way to schedule posts in advance is with an automated scheduler, like Hootsuite: <http://hootsuite.com/>

Content:

Posts with a picture should dominate. They're far more memorable. As a general rule, Facebook pages are most successful when they're more entertaining than informative, even if their purpose is to inform. So, a good formula might be...

- **60% Entertaining** -- photos of events, updates from club members, profiles of local alums, posts of unofficial gatherings, discounts for alums, and general communications (have an extra ticket to the Yankees game if anyone's interested), etc. Showcasing past events with pics helps generate excitement about future events.
- **40% Club-related "News," Business, and Requests** (event announcements, board position availability, calls for volunteers, calls for ideas, requests for post-event feedback, etc.)

Events:

Create dedicated Facebook events for upcoming museum outings, service days, etc. with event description, photos, inclusions/exclusions, times, ticket prices, maps & links. This makes it easier for you to repeatedly share the event on your club FB page without having to retype all the details—and for page members to invite their friends. Here's the how-to section on creating events: <http://www.facebook.com/help/131325477007622/>

Frequency of Announcing Events:

Depending on the size and nature of the event, the frequency of your posts about any one event should reflect the urgency and requirements for advance registration. For instance,

- AR will announce whenever an event is created, then periodically announce again if the club is not adequately posting about the event in subsequent weeks. We recommend...
 - 8 weeks out – 1x this week for an event that has limited tickets (not a happy hour)
 - 5-6 weeks out – 1x this week for an event that has limited tickets (not a happy hour), 2x depending on cost of tickets (higher cost ticket requires longer lead time for people to plan with others)
 - 4 weeks out – 1 - 2 x this week (OK to announce a happy hour now), depending on how registrations are going and cost of tickets
 - 3 weeks out – 1 - 2 x this week, depending on how registrations are going
 - 2 weeks out – 1- 2x this week, depending on how registrations are going
 - 1 week out – 1-3x this week, depending on how registrations are going

AR Posts on Your Page:

From time to time, usually once a week, Alumni Relations will post to your club page. As a general rule, we won't post anything 24-36 hours or so after any other event post. Examples of these posts include:

- When your event registration pages go live, if event registrations are lagging and the club has not recently posted about the event, when nearing sell-out on events, etc.
- Cross-promotion of area clubs' non-competing events when needed due to lagging registrations (this occurs after the club has had sufficient time to generate sales among their constituents).
- General Alumni News, Alumni Weekend & Homecoming Details (i.e. registration is live, reunions, etc.)

Please understand that we don't mean to trump your efforts, just augment them. We're all working together toward the same goal of engaging alumni and attracting them to your events. Rather than ask our club volunteers to increase their FB posts, we assume they're already at their comfort level or willingness of posting frequency since that level is what they've been doing.

Fear of Exhausting Your Facebook Fans:

Some clubs fear 2 – 3 posts a week equals bombardment. Since the average shelf life of a post is 24 hours and since 95% of all Facebook activity is comprised of people simply checking their newsfeed (rarely do people ever visit a page again after they've liked it), a new post about an event every few days is not too much. In fact, Facebook boosts the relevance score of pages with higher levels of engagement with their fans.

Email vs. Facebook

Email and Facebook are two very different modes of communication. Facebook posts are short in length, visual, fleeting and have a shelf life of 6 – 36 hours in a fan's newsfeed, whereas emails can be saved *or deleted* without reading them. We cannot rely solely on email because our alumni receive a variety of emails UD based on their allegiances and subscriptions with the University (alumni club, reunion class, college, affinity group, UDaily, giving, athletics, all-alumni emails announcing major events, etc.), and we need to work around all of these to avoid having an alumnus receive several emails on top of one another. Depending on the time of year, this means emails to area alumni about your club event may not be scheduled for a couple of weeks. Facebook is an easy and cost-effective way to market your events in between!

Our only intention is to help your club thrive. If there is any way we can assist in that undertaking, please let us know! If you ever have any questions, please call Alumni Relations at 302-831-2341 or email alumnet@udel.edu.