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# Tips for Creating and Maintaining a Social Media Presence

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## Why Use Social Media?

- Sites such as Facebook are a great and easy way to create an online identity for your Chapter.
- Social media increases your visibility and helps interested members find out more about your Chapter.
- It allows you to keep in contact with geographically diverse members.
- Encourages you to stay current, and updates members on what the chapter is doing.
- Your social media presence can help ease the transition from being a student to becoming alumni.

## Content/Visuals

- Use different types of media – videos, pictures, academic papers, posters, etc.
- Remember, photos on Facebook generate higher engagement than the average post.
- It is important to have content on your social media pages *before* you start adding friends and followers.
- Through posts, build excitement before your events and sustain support and interaction between events.
- Try to upload photos from events or anything where your Chapter might be present.
- Ask for uploads from members. This can be anything from members posting their own photos of events, photos from their time at EWC, or things they are interested in or a part of.
- Ask members to share what they are currently doing professionally, academically, etc.
- Don't just post about the group: keep the group/page active with posts about the community or interesting articles as well. Maybe try to post according to different interests and backgrounds within the group.

## Engagement

- Try to include a personal message when asking members to join.
- Build and maintain relationships by emphasizing community and connecting with members.
- Keep your members interested by supporting their activities; communicate and engage with them.
- Ask for opinions for events, etc. Get the members communicating with each other and the group.
- Utilize a broad approach to social media: re-share stories, share members' links, comment on members' links, acknowledge birthdays, etc.

## Finally...

- Find out what works for your Chapter and be patient.
- Creating a strong social media presence will take time. Don't be discouraged if you don't see activity soon.
- Be consistent. Strong relationships are built through regular interactions.
- Give them a reason to follow you.
- Don't be afraid to post!