Social media tips for WashU Network volunteers

1. When in doubt, be yourself
In most instances, informal language will be the most effective method of communication. Your target audience will be more likely to interact with your content if it is presented with a casual, personable voice.

2. A photo is worth a thousand words
Share media such as photos, videos, audio, or relevant articles. The best way to express your thoughts or opinions may involve few words. Photos are engaging, draw attention, and tell a story.

3. Be helpful
WashU Network Facebook groups provide resources for alumni to network and build relationships with other alumni in their area. Welcome new alumni if they post that they are new to the group. Answer questions that they may post in the group or direct them to someone who may be able to answer their question.

4. Try to be consistently responsive
Direct replies and comments should be met with some form of response or acknowledgment, even if it’s just to say thank you for their ideas.

5. Attribute information back to its original source
When posting about an article, provide a link to the original article.

6. Be social and engage
“Like” and/or comment on posts made by others in the group. Remember that engagement starts with you. People are more likely to comment, like, or share content if they see that others in the group are posting. “like” the appropriate comments made to your post.

Ideas on what to post

1. Networking and career opportunities
Did you hear about a useful networking or professional development event in your city? Share it with alumni in the group.

2. Fun local activities
Many alumni in the WashU Network Facebook groups are new to the area or group. Share information about a museum exhibit, restaurant opening, or upcoming event.

3. Photos from WashU Network events
Sharing photos from events that you attend is a great way to promote WashU Network events to other alumni. Alumni also enjoy seeing photos from events they attended. Also, encourage people to tag themselves.

4. Share industry expertise