Promoting Your Chapter with Social Media
Quick Agenda

- Social Media Guidelines for Chapters
- Guiding principles to foster social media engagement
- Jacob Farrar from the Cleveland Ohio Chapter
- Those pesky algorithms and how to get them to like you
- Questions & Answers
Guidelines

Principles for Engagement

1. Know your audience and what they want
2. Give them what they can’t get anywhere else
3. Create a sense of community
Connecting with our Chapter

How the BYU Alumni Cleveland Chapter uses Facebook for Engagement
Mission

To provide alumni of Brigham Young University (BYU), prospective students, and current BYU students information and opportunities to connect and feel the spirit of BYU in Northeast Ohio.
Goals

1. Connect with BYU Alumni in Northeast Ohio
2. Participate in the missionary efforts of the LDS Church
3. Generate donations and other fundraising efforts for the Chapter Replenishment Grant
# Measurement

<table>
<thead>
<tr>
<th>Goals</th>
<th>Measurement</th>
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<tbody>
<tr>
<td>Connect with BYU Alumni in Northeast Ohio</td>
<td>Engagement of social media posts/New Page Likes/Attendance at Chapter Events</td>
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<tr>
<td>Participate in the missionary efforts of the LDS Church</td>
<td>Engagement of social media posts featuring Gospel Topics</td>
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<tr>
<td>Generate donations for the Chapter Replenishment Grants</td>
<td>Donations revenue received at both the chapter level and at BYU level</td>
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Audience

1. BYU Alumni Living in Northeast Ohio
2. Current BYU Students (and Parents) from Northeast Ohio
3. Prospective BYU Students (and Parents) from Northeast Ohio
4. BYU Alumni looking to relocate to Northeast Ohio
BYU Alumni Living in Northeast Ohio

- Posts featuring area BYU alumni
- Event promotion/Event coverage
- Devotional posts and other religious posts (General Conference)
- Photo Contests – BYU Football game watching
- Shares of Content posted by BYU Alumni/BYU/LDS Church
- Athletics/BYU50 campaign (Bring it Back!!!!)
BYU Alumni Living in Northeast Ohio

Virtual "Sendoff" Event

For Northeast Ohio BYU Students

"The BYU Experience"

BYU Alumni - Cleveland Ohio Chapter

We finally have all of the details for our virtual "send off" event taking place on August 6th!

Join us for this unique virtual event as we share what "The BYU Experience" is all about. Our webinar will feature Wade Allen, a 2010 BYU grad and a panel of current BYU students from Northeast Ohio. Wade will talk about how his time at BYU led him down a successful career path in the restaurant industry. And our panel of students will give insight and tips on how to make the best of your time at BYU to ensure you also have a positive BYU experience!

Thursday, August 6th - Webinar starts at 7:00
Open to all BYU students from Northeast Ohio (past and future BYU students too!)
RSVP to discupdates@yahoo.com to Reserve your Spot!
Share this info with all of your friends!
BYU Alumni

Virtual "Sendoff" Event

For Northeast Ohio BYU Students

"The BYU Experience"

BYU Alumni - Cleveland Ohio Chapter

A huge thank you to all those that attended our first virtual event tonight. It was great to hear from Wade Allen, our guest speaker, and our student panel Brandon, Sarah, and Alecia. The theme of the event focused on how students can make the most of their time at BYU and create their own "BYU experience." Good luck to all of the students from Northeast Ohio attending BYU this fall!

BYU Alumni - Cleveland Ohio Chapter

What a great event! Our annual picnic and watch party was a success - especially with the nice win in OT! Thank you to all of our members that came out! The chapter is 2-0 with our watch parties against ranked opponents. Next event is the BYU Football game against Toledo in two weeks! BYU Chapter BYU Alumni BYU Buckeyes #byufootball
Current BYU Students (and Parents) from Northeast Ohio

- Replenishment Grants
- Student profiles
- Homecoming Activities/Student Gatherings
Current BYU Students (and Parents) from Northeast Ohio

Meet Brandon Ramminger – one that just enrolled this year. Brandon is a junior at BYU and is studying Physiology and Developmental Biology, with a minor in Chemistry. Brandon just graduated the 100 House, a program for students who are planning for a future career. Brandon wants to work in healthcare, specifically to be as much as possible about the human body; as he puts it, he plans to use this knowledge to help the... See More

The final recipient we will be promoting is Sarah McCallum. Sarah is a junior and a Civil Engineering major from Butler, OH. Sarah is passionate about the role that both engineering and biology play in society. Engineers solve problems and humanitarians help people that cannot help themselves; or help others who cannot help themselves. Brigham Young University also offers a major in Civil Engineering for students interested in the field of engineering. Furthermore, the culture of BYU awareness... See More

Last Saturday, as part of BYU Homecoming, chapter members, Ken & Jessie Drexler set up with a bunch of current BYU students from Northeast Ohio. We are always happy to meet up with students from any neck of the woods. And parents, don’t worry, they were well fed and even walked away with some gift cards.

Get More Likes, Comments and Shares
When you share this post, you’ll reach 6 to more people.

011
People Reached
386
Engagements

Get More Likes, Comments and Shares
When you share this post, you’ll reach 8 to more people.

016
People Reached
36
Engagements

Get More Likes, Comments and Shares
When you share this post, you’ll reach 4 to more people.

0
People Reached
5
Engagements
Prospective BYU Students (and Parents) from Northeast Ohio

- Replenishment Grants
- Lighting the Y/Other BYU traditions
- Connecting prospective students with current students
- Admissions info/reminders from BYU Admissions
Prospective BYU Students (and Parents) from Northeast Ohio
BYU Alumni looking to relocate to Northeast Ohio

- Profiles of Northeast Ohio Employers and BYU Alumni at those companies
- Posts highlighting the quality of life in NEO/Midwest relocation
- Church History
- LDS Church related posts for Northeast Ohio
BYU Alumni looking to relocate to Northeast Ohio
Final Thoughts

• Create a Social Media Plan – it does not need to be complicated – just actionable
• Follow other Chapters
• Don’t sweat the “Likes”
• Curating content is easier, but original content can be more engaging
• Leverage students, especially Replenishment Grant recipients
• BYU50 needs to come back!
Working with the Algorithms

• Tag people and organizations whenever you can
• Consider a social media street team
  • Ask your street team to engage…
Questions?