VANDERBILT ALUMNI ASSOCIATION

SOCIAL MEDIA GUIDELINES

VANDERBILT
UNIVERSITY

WE RECOMMEND:

10 OR MORE EVENTS PER YEAR
Facebook Group and Instagram Account
(both are recommended but not required!)

9 OR FEWER EVENTS PER YEAR
Facebook Group or Instagram Account

+ ADMINS
Add your liaision and social media
volunteer(s)

WE RECOMMEND:

hello | BEING EASY TO FIND

Select a username and handle that is consistent across all platforms

Facebook Groups and Pages
"Vanderbilt City Chapter", and avoiding "Vandy" as the page or group title. By using Vanderbilt, you're a little easier to find!
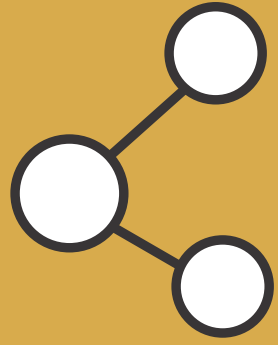
Instagram
@vandyalumcity, or if your city has a known abbreviation that works too!

Some examples, @vandyalumJAX, @vandyalumDC

WE RECOMMEND:

CONNECTING
Follow Vanderbilt accounts, and look for the follow back

check out
'accounts, handles and hashtags'
for more details

REFLECTING
Are certain posts driving better engagement? Consider what works and be adaptive.

TRANSITIONING
When social media volunteers, or others with access, transition we suggest changing the password for each account.
Don't forget to update your liaison!

WE RECOMMEND:

SHOUTING

...from the rooftops!
Tell your liaison about your social media wins!
Share photos from your event with your liaison, and tag @vanderbiltalumni in photos on Facebook and Instagram

ASKING QUESTIONS

Contact your liaison!

BEING MINDFUL

When representing your local chapter, be mindful of how you identify and present your chapter to the public!

WHAT WORKS WHERE

FACEBOOK

Creating local interest✳
& chapter events
(note: chapter events should
drive registration to VUconnect)

Sharing photos
(pre, during and/or post event)

Engaging via posts and polls

INSTAGRAM

Sharing photos
(pre, during and/or post event)

Engaging via Insta Stories, and
posts with questions

Promoting local interest✳
and chapter events

✳Local interest can (and should) be varied. Alumni book signings, music nights and art shows are just a
few examples of events you can promote in your city

Accounts, Hashtags, Handles

FACEBOOK

@vanderbiltalumni

@vanderbiltu

@vanderbiltathletics

INSTAGRAM

@vanderbiltalumni

@vanderbiltu

@vucommodores

HASHTAGS

#vu4life

#vandygram
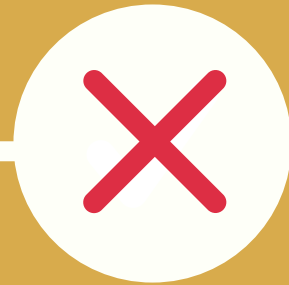
#anchordown

GIPHY

@vanderbiltu

Do's and Don'ts

✓ TAKE ADVANTAGE

Utilize Vanderbilt social accounts and share out their posts. Don't reinvent the wheel!

Enhance your visuals with free tools like Canva.

✗ LOSE YOUR VOICE

Don't post content that doesn't reflect the goals of your chapter, and that of Vanderbilt University.

When in doubt, contact your liaison.

✓ KEEP IT LIGHT

Avoid posts that are too text heavy

Imagery should be incorporated with most posts

✓ BE MINDFUL

Be mindful of the network(s) you are using, and the audience on each. For example, emojis work well on Facebook, while hashtags are preferred on Instagram.

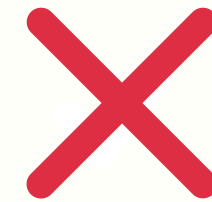Younger audiences tend to be on Instagram

FIRST IMPRESSIONS

ARE EVERYTHING.

Profile / Cover Photos should:

>Reflect your chapters' Vanderbilt affiliation

>Be properly sized for the space

Posts should include:

>Images or graphics

>Tags back to VU

>Call to action

POST ESSENTIALS

>Attention grabbing image

>Venue tag

>Question posed

>Photo credit

>Hashtags

POST ESSENTIALS

>People in photo

>@vanderbiltalumni tagged

>Showing gratitude

>Hashtag

POST ESSENTIALS

>Relevant, engaging post

>People are tagged correctly

>Use of emojis

>Further engagement via comments

Chapter Leadership

Brooke Benson Bell
December 13, 2018

Super awesome news!!!! The daughter of our own Allison Dreeben Zeller and the daughter of non-Facebooking Vanderbilt alum Fred Labatt have both been accepted to Vanderbilt!!!!! And William Brown's son who follows his father in playing football for Vanderbilt is off to a bowl game! 🖤💛⚓🎓🏈

👍❤️ 11   7 Comments Seen by 32

👍 Like   💬 Comment

Jane Alpaugh Delmer Yay! Yay! Yay!!!
Like · Reply · 19w

Brooke Benson Bell If y'all hear of others, please let me know!
Like · Reply · 19w

HAVE FUN

WITH YOUR POSTS

In Insta Stories, use GIFs, locations, polls and other features to engage with your audience.
In Facebook posts, pose questions via poll (or open ended).

Take photos of Mr. C or Vanderbilt spirit items around your town visting local landmarks, etc

Remember to engage with visitors who comment, or have questions. Even a simple "like" goes a long way.

Tools & Resources

CANVA

Design like a pro!
Use this free tool to create posts for all networks.
Free with an email address; additional options are available for a fee.

REPOST APP

Re-share great VU content!
Download a repost app (there are a few, all work well) and easily share content from VU, local alumni and others

BOX

Access updated images for signature events like Networking Night, Welcome Parties and Giving Day.

Also includes generic VU images for profile images

IMAGE GUIDELINES

Size requirements change frequently on Facebook and Instagram.

Reference help resources from these companies:

Facebook

Instagram

Calendar of Events

JULY - SEPTEMBER

Summer Send Off Parties
(July-Aug)

College Colors Day (Fri
before Labor Day)

Welcome Parties
(Sept-Oct. select cities)

OCTOBER - MARCH

Reunion (Oct)

Networking Night (Nov)

Squirrel Appreciation Day
(Jan)

Commodores in the
Community (March)

APRIL - JUNE

Giving Day (April)

Commencement (May)

Opening Dores
(June, select cities)

ONGOING

Commodore Classrooms

Watch Parties

Happy Hours / Networking

Cultural Events

Community Service

QUESTIONS?

Contact your liaison!

VANDERBILT ALUMNI ASSOCIATION

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