Welcome to Pre-ALVC!

Agenda

- **9:30-10:00 am – Check-in**

- **10:00-10:10 am – Staff Introductions**

- **10:10-11:15 am – Social Media Best Practices**

- **11:15-11:30 am – Break**

- **11:30 am-12:10 pm – Lunch**

- **12:10-12:45 – Club Recognition Program**

- **12:45-1:00 pm – Remarks from Jimmy**

- **1:00-2:30 pm – Q&A/Networking**

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Meet the Clubs Staff

- **Jimmy Cox, Senior Director, Alumni Clubs and Student Engagement**
  - 10 years at Purdue
  - Fun Fact: has visited 39 states
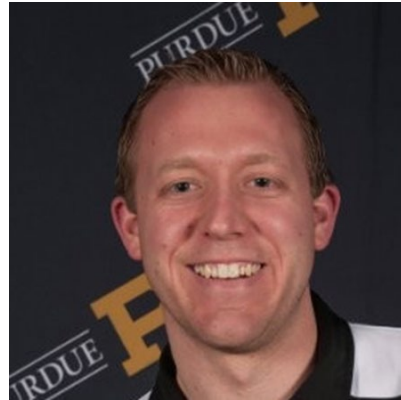
- **Susie Saberniak, Director, Alumni Club Operations**
  - 21 years at Purdue/11 months at Purdue for Life
  - Fun Fact: has ridden a camel

- **LeAnne Williams, Assistant Director, Alumni Clubs**
  - 24 years at Purdue/2 years at Purdue for Life
  - Fun Fact: teaches various group fitness classes at the local YMCA

- **Denise Jernagan, Alumni Clubs Assistant**
  - 2 years at Purdue/6 months at Purdue for Life
  - Fun Fact: has met Bigfoot

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USING SOCIAL MEDIA FOR MAXIMUM IMPACT

Ashlee Shroyer, Lead Digital Community Manager

aeshroye@purdue.edu

Megan Hoskins, Senior Marketing Strategist

mrholmes@purdue.edu

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What We'll Be Going Over

- Social media channel breakdown

- Social media content and best practices by platform

- General tips

- Helpful resources available to you

- Boosting and promoting events on social

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Channel Breakdown

Purpose and Goals

Channel	Primary Goal	Secondary Goal
Facebook, LinkedIn, X/Twitter	Grow alumni affinity, engagement, involvement and giving, thus true 'loyalty'	Grow awareness of and affinity for Purdue's innovative contributions to the world
Instagram (Posts, Stories & Reels)	Attract and retain students	Grow alumni affinity, engagement, involvement and giving, thus true loyalty

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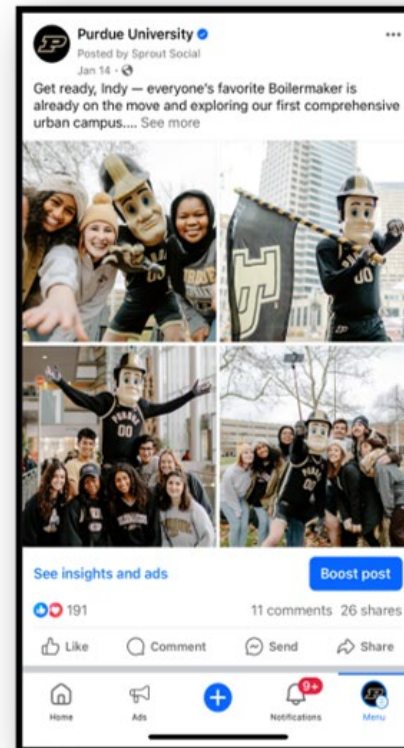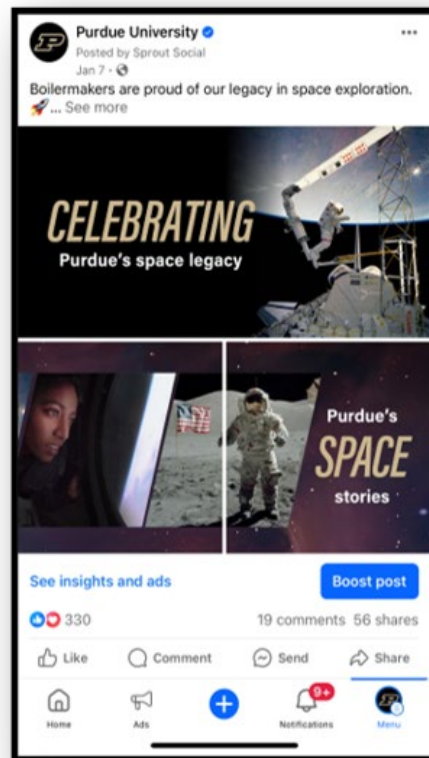# Digital Engagement Guide

Facebook

- **Audience:** Parents, Alumni, General public

- **Content:** Research initiatives, celebrations/milestones, current student profiles and alumni profiles

- **Caption:** Lead with the "hook" to capture attention and avoid truncation

- **Visuals:** Native video and photos are top performers

  - 1:1 or 2:1 image

  - 16:9 video

Purdue University ✔
Published by Sprout Social ❓ · 2h · 🌐

"The Greatest Spectacle in Racing" is almost here. 🏎️

From Purdue "All-American" Marching Band members to NTT INDYCAR SERIES engineers, #Boilermakers have been a part of the #Indy500 for over a century.

Learn more about #Purdue's history at the Indianapolis Motor Speedway. https://purdue.university/3UHf9rB

BOILERMAKERS AT THE BRICKYARD

Additional Options

Facebook

Digital Engagement Guide

LinkedIn

- **Audience:** Students, Alumni, Business Professionals, Faculty/Staff
- **Content:** Innovation – partnerships, research, student/alumni/professor profiles
- **Caption:** Lead with the "hook" to capture attention and avoid truncation
- **Visuals:** PDF documents, native video and photos are top performers

  - 2:1 image– multiple photos don't always look best on LinkedIn

  - 16:9 video

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539,131 followers
3d · 🌐

John Waggle's persistent pursuit took him from a Navy submarine to Purdue's new urban campus in Indianapolis. This mechanical engineering major is pouring everything into his education to achieve his dreams. Learn r ...see more

Purdue student in Indianapolis pushes himself beyond what he thought possible - The Persistent Pursuit
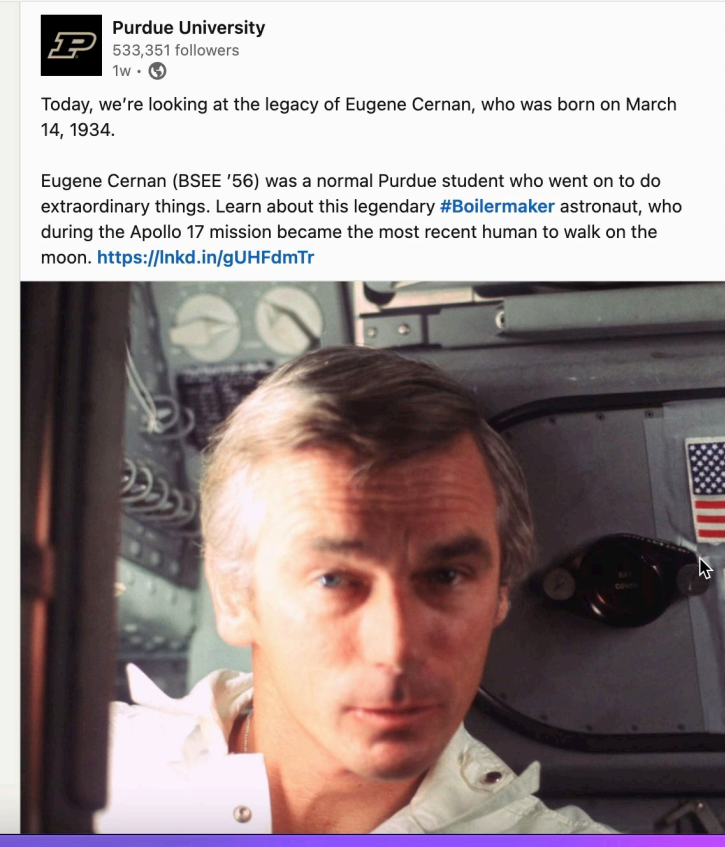
stories.purdue.edu · 9 min read

Additional Options

LinkedIn

- PDF Carousel
- Great for engagement rate!
- How-to example guide

Digital Engagement Guide

X/Twitter

- **Audience:** Students, Alumni, General public
- **Content:** Campus events, research initiatives, fun facts
- **Caption:** Lead with the "hook" to capture attention and avoid truncation. Limit of 280 characters for standard accounts with URLs always using 23 characters
- **Visuals:** Native video and link previews are top performers

  - 16:9 video

  - 2:1 image (1:1 also works) be aware of cropping i using more than 1 image

Purdue University @LifeAtPurdue · 17h

Get ready to explore the wonders of the universe. Tomorrow, hear from 5 #Purdue astronauts who joined #ThisIsPurdue for the #IndyEclipse24 at @IMS. Tune in for stories and insights from #Boilermakers who've journeyed among the stars. 🌌 Subscribe: purdue.university/3mGWVEQ 🎧

PURDUE ASTRONAUT PANEL
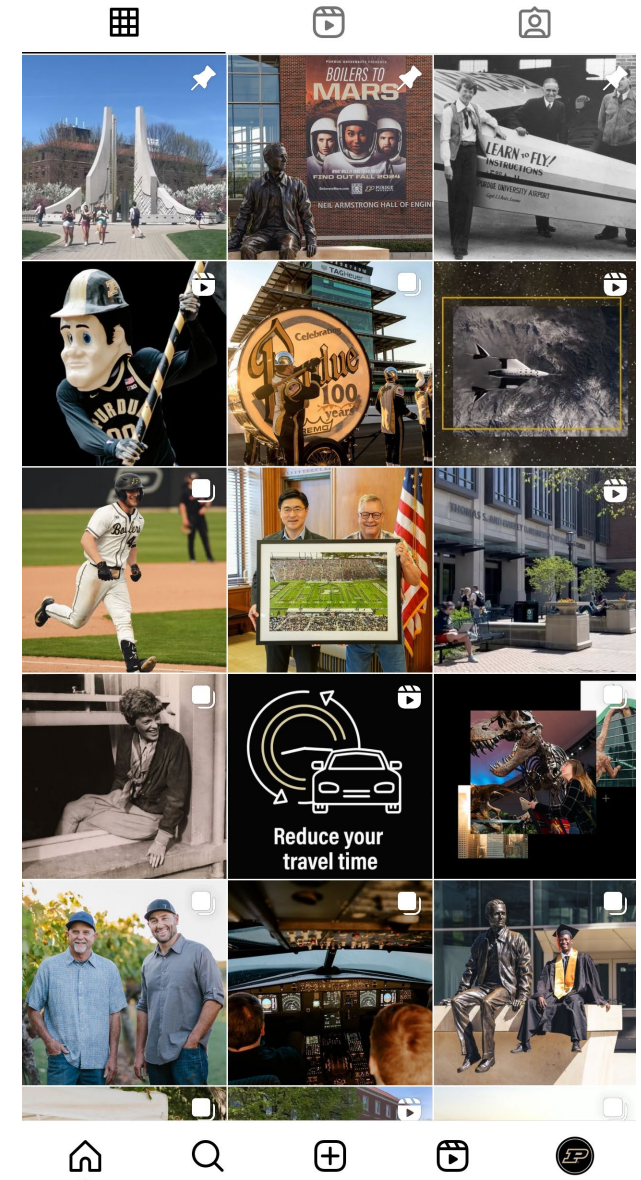
Additional Options

## X/Twitter
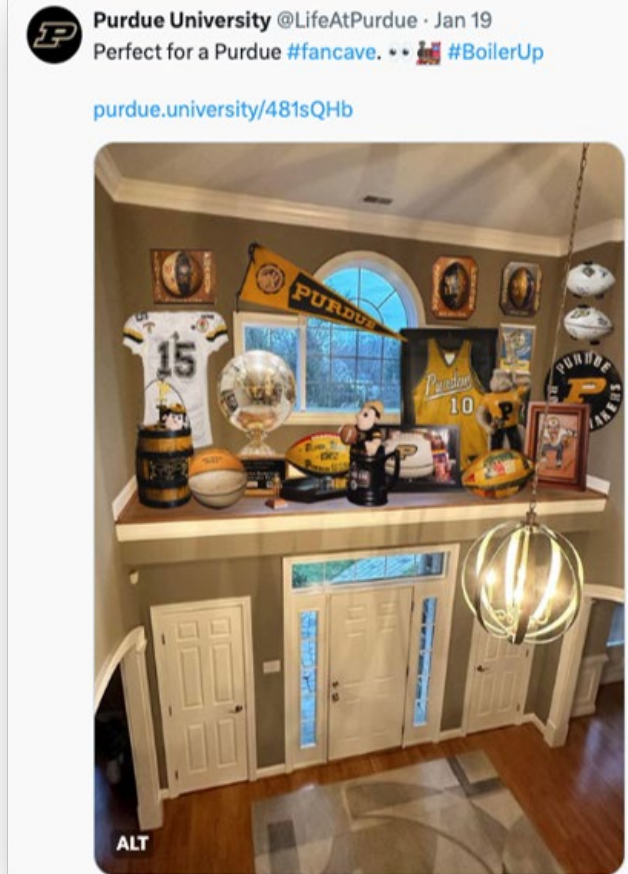
Digital Engagement Guide

Instagram

- **Audience:** Current students, Prospective students, Alumni
- **Content:** Student life, celebrations, profiles– serving as a high-quality photo gallery
- **Caption:** Lead with the "hook" to capture attention
- **Visuals:** Reels and carousels are top performers.

  - 9:16 video

  - 1:1 image(s)– utilize carousels to lead with captivating Purdue photography and have text, if necessary, on additional carousel slides
- Instagram stories can be utilized to drive to stories/webpages and generally get more impressions than in-feed posts

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Additional Options

Instagram
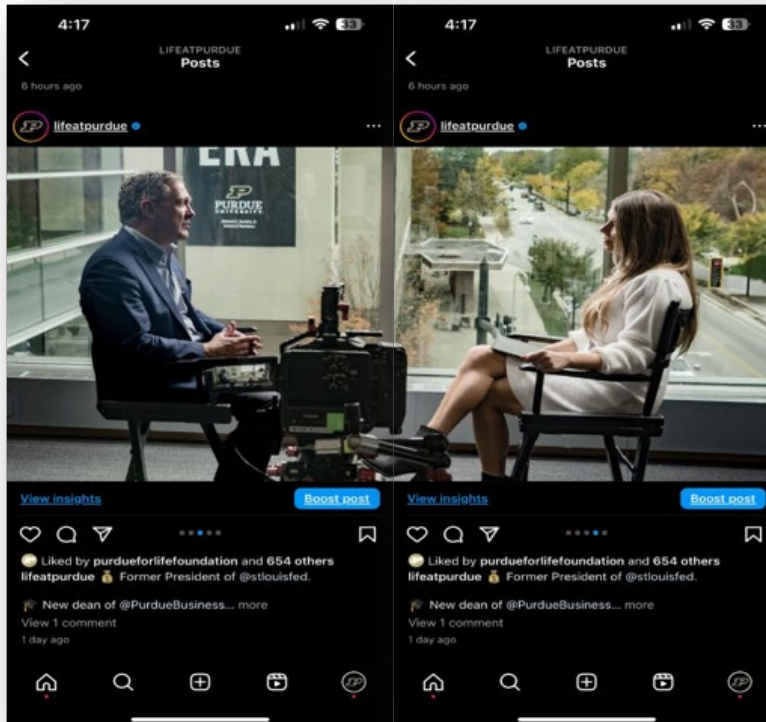
The Safe Zone for 9x16 Instagram Reels and YouTube Shorts

Tips for Success

- Always use a departmental email to set up a new Purdue social media account

- Make sure that at least two employees have admin/password access to social media accounts

- Use analytics as you're able to track success and better inform decisions

- Don't join a new platform without a clear content plan

- Always include a CTA and link with your posts
  - Learn more: <link>

- Use Purdue-affiliated hashtags: #TheNextGiantLeap, #PurdueUniversity, #BoilerUp

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Tips for Success

- Work with relevant, in-brand Purdue photography

- Pay attention to post previews/how the post will appear for your audience
  - Is one image stronger than multiple?
  - Is your most relevant information shown before the post truncates?

- Avoid heavy text on graphics. A strong photo or video grabs attention, and you have the social copy to assist in what you want to say

- For native video, use a cover image that looks nice and portrays the video

- If you're able, brainstorm with students on Reels

- Understand your audience on each platform and cater to them– not every post needs to go on every channel

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Helpful Resources Available to You

- <u>Marketing and Communications Website</u>

  - <u>Digital Engagement Guide</u>

  - Social media guidelines

  - Profile templates

  - Posting tips

  - Hashtags

  - Managing a social account

  - How to stay organized
- <u>Sprout Social Always Up-To-Date Social Media Image Sizes</u>

Helpful Resources Available to You

The Persistent Pursuit

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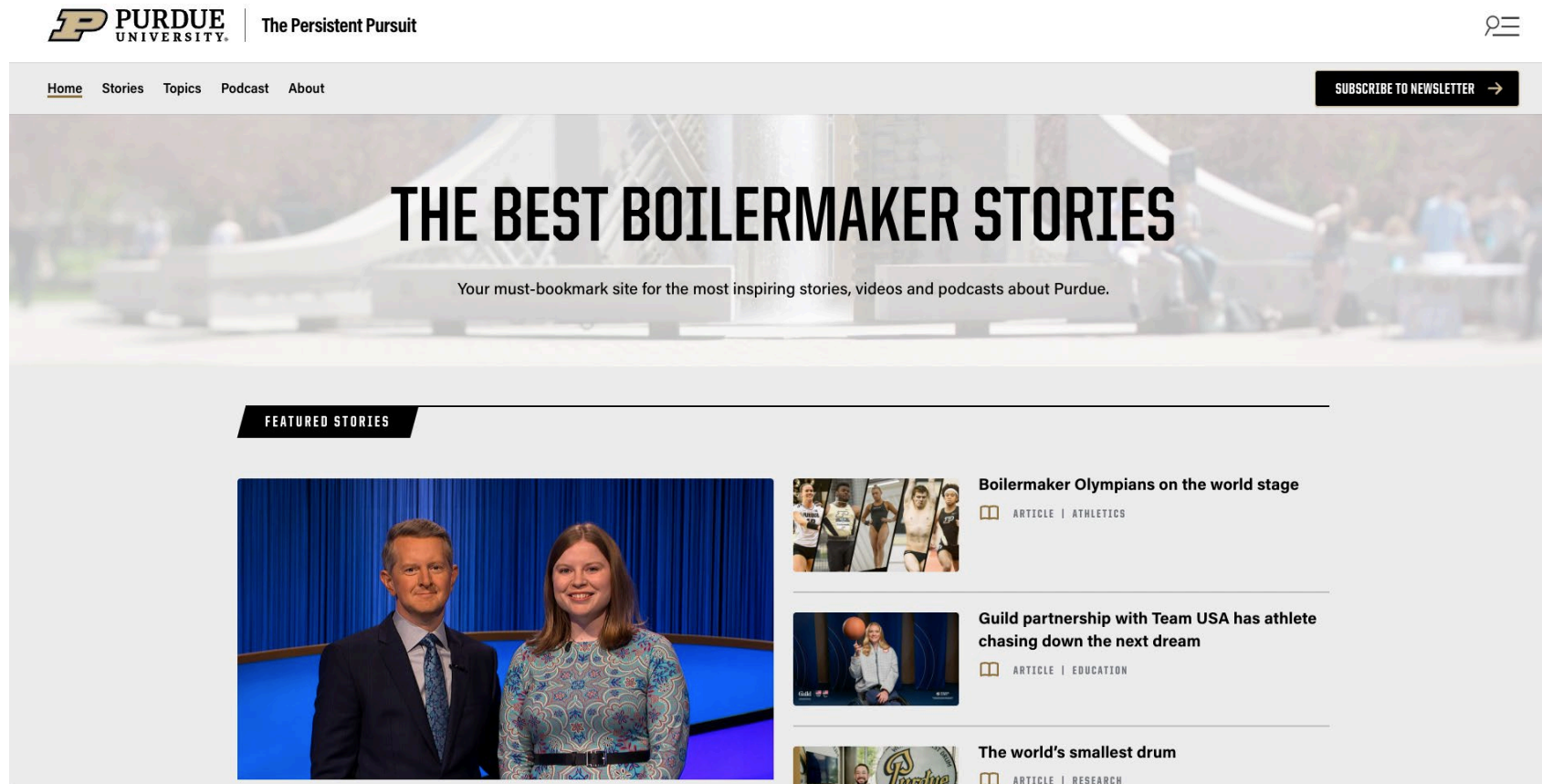
Boosting and Promoting Events

- Know where your audience lives

- Understanding funnels and CTAs

- Creating your event on Facebook and LinkedIn

- Creating your advertisements on Facebook and LinkedIn

- Understanding budgets
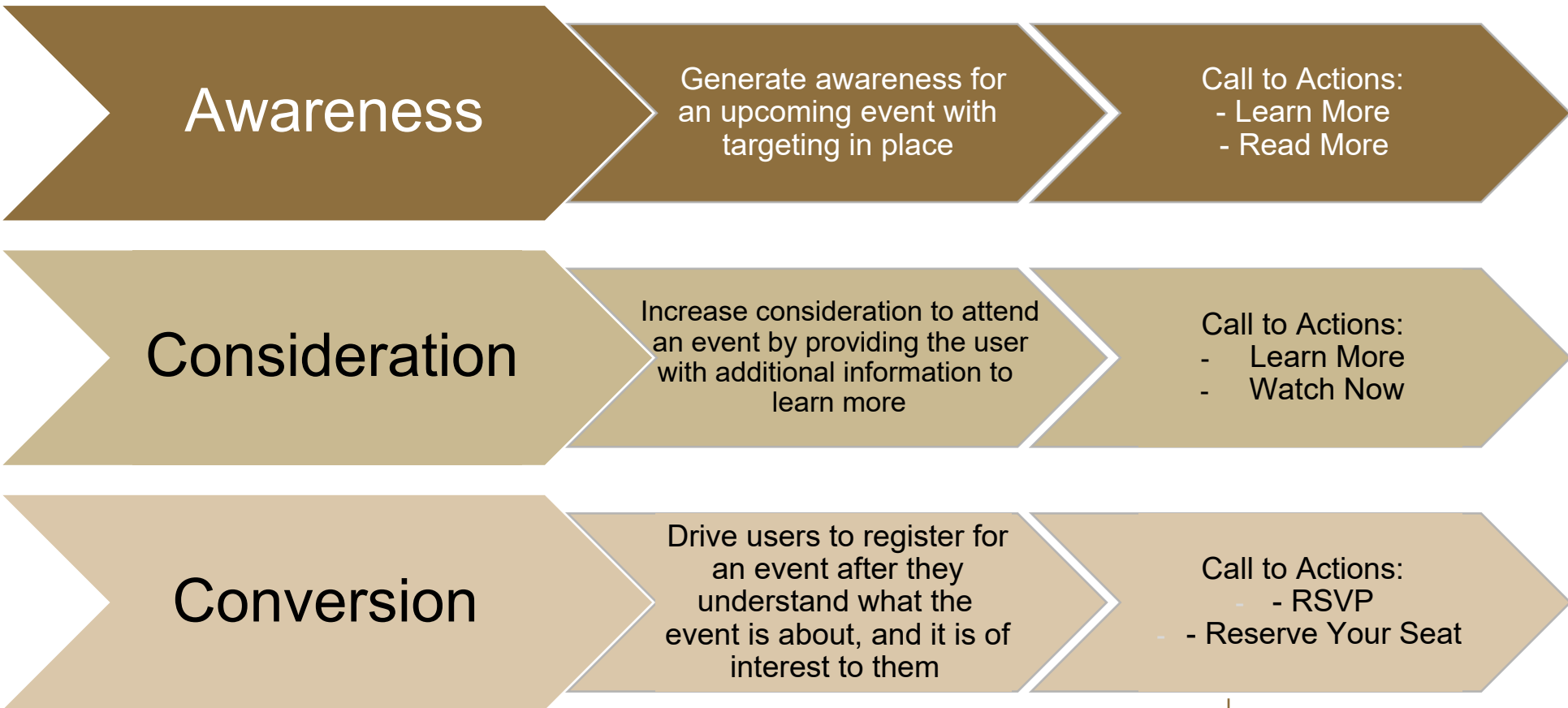
Boosting and Promoting Events

Know Your Audience

Facebook → Parents
Alumni
General public

LinkedIn → Students
Alumni
Business Professionals
Faculty/Staff

Boosting and Promoting Events

Funnel Stages + CTAs

Awareness — Generate awareness for an upcoming event with targeting in place — Call to Actions:
- Learn More
- Read More

Consideration — Increase consideration to attend an event by providing the user with additional information to learn more — Call to Actions:
- Learn More
- Watch Now

Conversion — Drive users to register for an event after they understand what the event is about, and it is of interest to them — Call to Actions:
- RSVP
- Reserve Your Seat

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Boosting and Promoting Events

Linked In Events

- Create your event on LinkedIn
  - Start a Post
  - Click Event
  - Boost Post

OR

- Create a post that drives to an event page on your website

Choose a campaign objective ✕

✦ You can now create AI-powered campaigns for certain objectives.

Awareness	Consideration	Conversion
Brand awareness — Reach more people with your post	**Website visits** ✦ — Get more clicks to your landing page	**Lead generation** ✦ — Gather info from people interested in your business
	Engagement — Increase social engagement and page followers	**Talent leads** — Identify potential candidates interested in open positions
	Video views — Share your videos with more people	**Website conversions** — Capture leads or drive actions on your website
	Messaging — Increase engagement with your audience through Messaging	**Job applicants** — Drive more applications to your job opportunities

Boosting and Promoting Events

Boost Your Event–Linked In

Targeting Options:

Job Experience

Interests

Company Details

Education

Demographics

> Important to Note:
> When selecting multiple targeting options, you will be given the choice to include them using AND/OR parameters.
>
> AND: Refines
> OR: Expands

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Boosting and Promoting Events

Facebook Events

- Create your event on Facebook
  - Left Menu – Create Your Event
  - Select Public or Private (invite only)
  - Add details

OR

- Create a post that drives to an event page on your website

Boost Events To

Increase Awareness

Sell Tickets

Get RSVPs

Boosting and Promoting Events

Build Your Facebook Audience–3 Options

Create a Custom Audience	Current Followers	Lookalike Audiences
• Not current followers • Location, Age, Gender, Other Key Demographics	• Already follow you • Have previously interacted with your page	• Select the key factors of your current audience that you would like to continue to grow

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Boosting and Promoting Events

Budgeting

- Daily Budget
  - Fixed start and end dates
  - Caps spend per day
  - Consistent pacing
- Lifetime Budget (*MarCom Recommendation)
  - Fixed start and end dates
  - Distributes budget over the lifetime of the campaign
  - Paces over flight but allows heavy up during high traffic times (ie, weekends)
- Spend
  - LinkedIn Minimum: $10/day
  - Facebook Minimum: $1/day
- Recommended Budget
  - Both platforms will present you with recommended budgets and estimated impressions/conversions as you set up

THANK YOU

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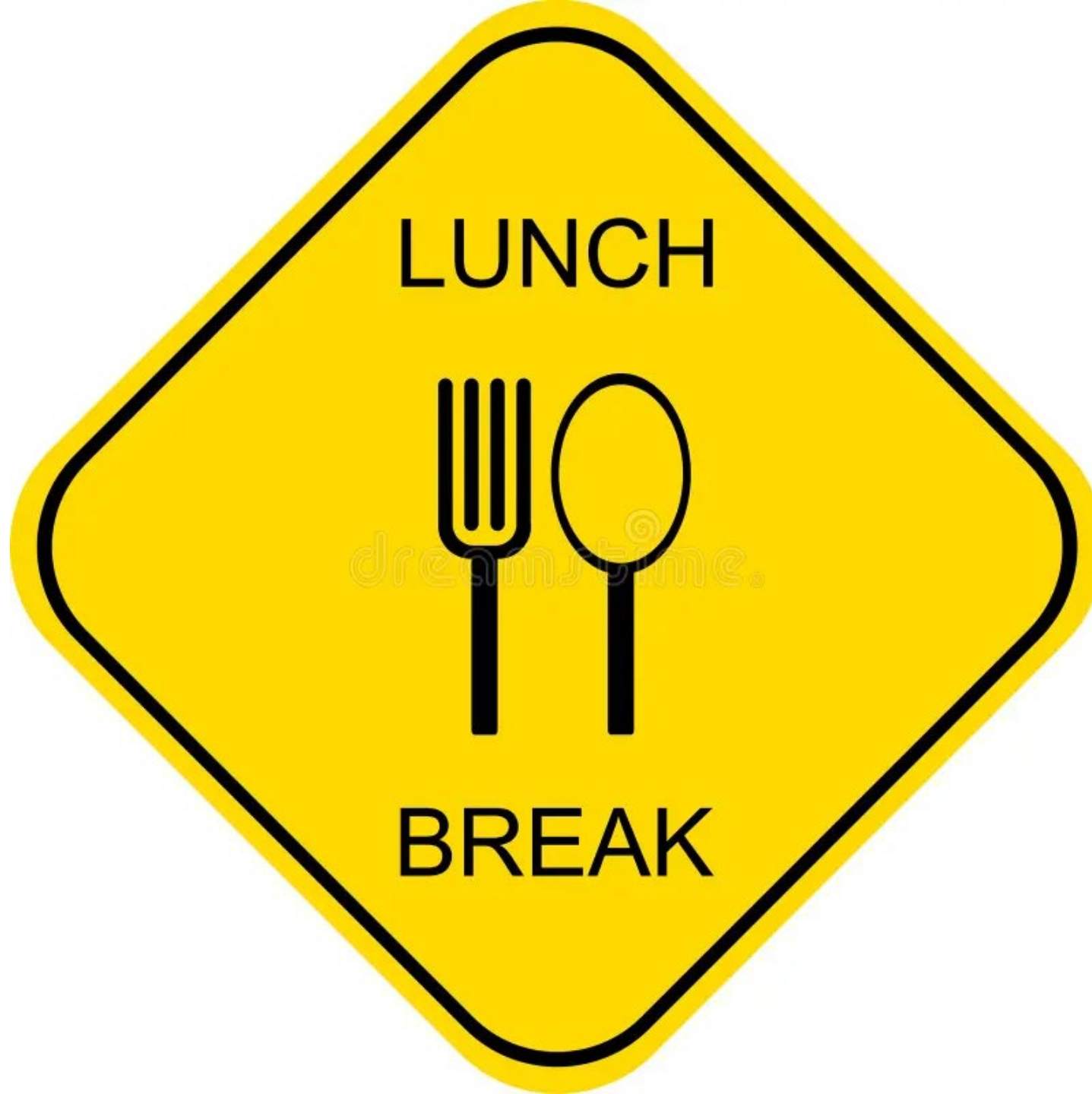
GOLD Clubs

- Anderson/Madison County
- Atlanta
- Cass County
- Central Ohio
- Chicago
- Chicago N/NW
- Dayton
- Elkhart
- Evansville

- Fort Wayne
- Indianapolis
- Jackson County
- Jacksonville
- Lehigh Valley
- Los Angeles/OC
- Marshall County
- Mid-Michigan
- Milwaukee
- NW Indiana

- Phoenix
- San Antionio
- San Diego
- Sarasota
- SE Michigan
- SW Florida
- Southern Arizona
- St. Joe Valley
- Tippecanoe County
- Upstate South Carolina

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Purdue Alumni Club of Atlanta

Lisa Pluckebaum, Club President & Secretary

Purdue Alumni Club of Chicago N/NW Suburbs

David Hartkopf, Club President

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Purdue Alumni Club of Fort Wayne

Wayne Funk

Purdue Alumni Club of Jackson County

Mary Lou Siefker, Club Co-President
Ricky Eggersman, Club Secretary/Webmaster
Dale Siefker

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Purdue Alumni Club of Marshall County

Patricia Kitch, Club President
Tammy Houin, Club Secretary

Purdue Alumni Club of Milwaukee

Joni Hodor, Club Co-President/Treasurer
Allen Gillette, Club Scholarship Chair

Purdue Alumni Club of Southeast Michigan

Lisa Bracher

Purdue Alumni Club of Southwest Florida

Deeni Taylor, Club President
Beth Stickles-McDaniel, Club Treasurer

SILVER Clubs

- **Boston**
- **Cincinnati**
- **Dallas/Fort Worth**
- **Dubois County**
- **East Tennessee**
- **Falls City**
- **Nashville**

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Purdue Alumni Club of Nashville

Shawn Sullivan, Club Vice President

BRONZE Clubs

- Austin

- Charleston/Low Country

- Colorado Springs

- Denver

- Hendricks County

- Houston

- Las Vegas

- Memphis

- New Jersey

- SW Michigan

- Tampa Bay

- Twin Cities

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Q&A/Networking

Your time to get to know each other and clubs staff!

Conversation Topics

- **Club Events**
  - What makes a successful event?
  - Golf outings
  - Silent auctions
  - Annual dinners
  - Game watches
  - How can you get recent graduates involved?

- **Scholarships**

- **Club Newsletters – what makes a good newsletter?**