



ALUMNI CLUBS SOCIAL MEDIA HANDBOOK

***A GUIDE TO
ENHANCING & GROWING
YOUR SOCIAL MEDIA***

Purdue Alumni Clubs Social Media Handbook

A Guide for Alumni Club Leaders

Table of Contents

- 1. Introduction**
- 2. Purpose of Social Media**
- 3. Social Media Goals**
- 4. Target Audiences**
- 5. Brand Guidelines**
- 6. Platform Best Practices**
- 7. Content Strategy**
- 8. Event Promotion Timeline**
- 9. Photography & Video Tips**
- 10. Writing Effective Captions**
- 11. Hashtags & Tagging**
- 12. Engagement Best Practices**
- 13. Managing Club Accounts**
- 14. Social Media Policies & Expectations**
- 15. Purdue for Life Event & Content Calendar**
- 16. Content Templates**
- 17. Crisis Communication Guidelines**
- 18. Resources & Support**
- 19. Social Media Success Checklist**

Appendices

- **Appendix A: Monthly Content Calendar Example**
 - **Appendix B: Canva Graphic Templates**
 - **Appendix C: Sample Captions**
 - **Appendix D: Recommended Purdue and Purdue for Life Accounts**
 - **Appendix E: Social Media Quick Start Guide for New Board Members**
 - **Appendix F: Annual Content Planning Guide**
 - **Appendix G: Monthly Social Media Planning Worksheet**
 - **Appendix H: Purdue for Life Annual Event & Content Calendar**
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1. Introduction

Social media is one of the most effective ways Purdue alumni clubs can build awareness, strengthen community, and keep alumni connected to Purdue and one another. Whether a club is promoting an upcoming event, welcoming recent graduates, celebrating volunteers, or sharing Purdue pride, social media helps tell the story of what it means to be part of the Purdue alumni network.

This handbook is designed to give alumni club leaders practical guidance for planning, creating, and managing social media content. It is intended to support both experienced volunteers and leaders who may be managing club social media for the first time. The goal is not to create pressure to post constantly, but to help clubs build a sustainable, engaging social media presence that reflects the spirit of Purdue and the impact of alumni clubs in their communities.

2. Purpose of Social Media

Social media should support the broader mission of Purdue alumni clubs by helping clubs stay visible, connected, and relevant to alumni in their area.

Social media can help clubs:

- Promote upcoming events and drive attendance
- Keep alumni informed about club activities and Purdue-related opportunities
- Build community between in-person events
- Welcome recent graduates and alumni to the local network
- Highlight volunteer leadership and club impact
- Support scholarship fundraising and Purdue for Life initiatives
- Celebrate alumni achievements, traditions, and Purdue pride

For many alumni, a club's social media presence may be their first impression of the organization. A consistent and welcoming presence can help alumni feel that the club is active, approachable, and worth joining.

3. Social Media Goals

While every club may have different priorities throughout the year, social media efforts should generally support the following goals:

Connect

Build meaningful connections among alumni, students, parents, and friends of Purdue.

Inform

Keep alumni aware of events, deadlines, Purdue for Life initiatives, and club opportunities.

Engage

Create opportunities for alumni to interact with the club through comments, shares, event attendance, volunteer interest, and conversations.

Grow

Increase visibility, followers, event participation, and awareness of the club's offerings.

Showcase Impact

Demonstrate the value of alumni clubs by highlighting scholarships, service, networking, traditions, and alumni involvement.

Clubs do not need to achieve every goal with every post. Instead, leaders should think about how their overall content mix supports these goals over time.

4. Target Audiences

Alumni club social media should speak to a variety of Purdue-connected audiences. While all content should feel welcoming and inclusive, clubs may adjust their messaging depending on who they are trying to reach.

Primary Audiences

Alumni in the Club Region

This is the main audience for most club content. These alumni may be looking for ways to reconnect with Purdue, meet other Boilermakers, attend events, or get involved locally.

Content that works well:

- Alumni events and game watches
- Networking opportunities
- Alumni spotlights
- Volunteer and service initiatives
- Student engagement and support opportunities

Recent Graduates

Recent graduates may be new to a city, building their professional network, or looking for low-pressure ways to stay connected to Purdue.

Content that works well:

- Casual social events
- Young alumni networking
- Career-focused content
- “Welcome to the area” posts
- Alumni advice
- Flexible volunteer opportunities

Current Students and Families

Some club content may support current students, admitted students, incoming freshmen, and Purdue families, especially around send-offs, scholarships, and student engagement events.

Content that works well:

- Freshman send-off promotion
- Scholarship information
- Student welcome posts
- Purdue traditions
- Alumni advice for students
- Family-friendly programming

Club Volunteers and Prospective Leaders

Social media can help identify and recruit alumni who may be interested in serving on the board, volunteering at events, or supporting specific club initiatives.

Content that works well:

- Volunteer spotlights
- Board member introductions
- Leadership interest posts
- Behind-the-scenes planning content
- Calls for committee members or event support

Secondary Audiences

Purdue Fans and Friends

Not every follower will be an alum. Some may be parents, fans, donors, community members, or friends of Purdue who want to stay connected.

Content that works well:

- Game watches
- Purdue pride posts
- Community service
- Public events
- Purdue traditions and celebrations

Community Partners and Sponsors

Local businesses, nonprofits, venues, and sponsors may follow club accounts to stay connected to partnership opportunities.

Content that works well:

- Event partnership recognition
- Sponsor thank-you posts
- Community impact stories

- Service projects
- Professional networking events

Purdue for Life and University Partners

Club social media also helps Purdue for Life and university partners see what clubs are doing locally and identify stories worth amplifying.

Content that works well:

- Event recaps
- High-quality photos
- Volunteer recognition
- Scholarship impact
- Alumni success stories
- Community engagement highlights

Audience Planning Questions

Before creating a post, club leaders should ask:

- Who is this post for?
- What do we want this audience to know, feel, or do?
- Is the message clear for someone who may not already be involved with the club?
- Does this post help alumni feel welcomed, informed, or connected?
- Is there a clear next step, such as registering, commenting, sharing, attending, or volunteering?

Content by Audience

Audience	Best Content Types	Suggested Tone
Local alumni	Events, recaps, networking, club updates	Welcoming and community-focused
Recent graduates	Social events, career content, young alumni features	Friendly, approachable, low-pressure
Students and families	Send-offs, scholarships, advice, traditions	Encouraging and supportive
Volunteers	Spotlights, leadership opportunities, behind-the-scenes posts	Appreciative and action-oriented
Purdue fans and friends	Game watches, traditions, public events	Energetic and inclusive
Community partners	Impact stories, thank-you posts, service projects	Professional and grateful
Purdue partners	Recaps, photos, impact highlights	Clear, polished, and mission-aligned

Key Reminder

Every post does not need to reach every audience. The strongest club social media content is created with a specific audience and purpose in mind.

5. Brand Guidelines

Club social media accounts represent both the local alumni club and the broader Purdue alumni community. Posts should feel professional, welcoming, and aligned with Purdue for Life and Purdue University branding standards whenever possible.

Visual Identity

When creating graphics or selecting imagery, clubs should aim for a clean and recognizable Purdue look.

Required

- Clubs may create their own social media graphics, provided the content reflects positive ambassadorship of Purdue and Purdue for Life and includes the official club logo.

Recommended Colors

- Purdue Gold
- Black
- White

Branding Best Practices

- Use high-quality images whenever possible
- Keep graphics simple and readable
- Maintain consistency in fonts, colors, and overall design style
- Avoid overly cluttered graphics or low-resolution visuals

Voice and Tone

Club social media should feel:

- Welcoming
- Inclusive
- Positive
- Professional
- Authentic
- Community-oriented
- Proud of Purdue without feeling overly formal or corporate

Posts can be energetic and warm, but they should still reflect that the account represents an official alumni club.

Content to Avoid

Club accounts should not be used to post or endorse:

- Political opinions or campaign content
- Religious advocacy
- Inflammatory or controversial topics
- Offensive or inappropriate humor
- Personal disputes or commentary
- Copyrighted images, music, or videos without permission

6. Platform Best Practices

Each social media platform serves a slightly different purpose. Clubs do not need to be active on every platform, but they should understand how to use the platforms they do have effectively.

Facebook

Best For

- Event promotion
- Event pages and RSVPs
- Club updates
- Photo albums and event recaps
- Community-building among alumni

Recommended Posting Frequency

- 2–4 posts per week

Best Practices

- Create Facebook Events for club programs whenever possible
- Include registration links directly in event posts
- Use albums to share event photos after programs
- Post reminders leading up to events
- Encourage conversation by asking questions or inviting alumni to comment

Instagram

Best For

- Visual storytelling
- Event photos and videos
- Club culture and personality
- Stories, Reels, and behind-the-scenes content
- Alumni spotlights and volunteer recognition

Recommended Posting Frequency

- 2–3 feed posts per week
- Stories as needed around events, reminders, and engagement opportunities

Best Practices

- Prioritize high-quality visuals
 - Use Stories for countdowns, quick reminders, and event-day updates
 - Use Reels for short event recaps, volunteer highlights, or engaging Purdue-themed content
 - Tag people, venues, and Purdue accounts when relevant
 - Keep text on graphics minimal and easy to read
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LinkedIn

Best For

- Professional networking
- Alumni achievement highlights
- Career-focused events and content
- Board leadership recognition
- Volunteer and professional engagement stories

Recommended Posting Frequency

- 1–2 posts per week

Best Practices

- Focus on professional storytelling and alumni accomplishments
 - Highlight career-related events, panels, or mentoring opportunities
 - Celebrate alumni impact, leadership, and service
 - Use a slightly more professional tone than Facebook or Instagram while still remaining warm and approachable
-

7. Content Strategy

A strong social media presence is built on a consistent mix of content, not just event promotions. Clubs should aim to share content that informs, engages, and reflects the broader value of the club.

One helpful framework is the **70-20-10 content mix**:

70% Community-Building Content

Content that helps alumni feel connected to the club and to Purdue.

Examples:

- Alumni spotlights
- Volunteer recognition
- Event photos and recaps
- Purdue traditions and school spirit
- Community service highlights
- Club milestones and leadership introductions

20% Engagement Content

Content designed to encourage conversation and interaction.

Examples:

- Polls and questions
- “Favorite Purdue memory?” prompts
- Game-day predictions
- Throwback photos
- Purdue trivia
- “Caption this” or interactive Stories

10% Promotional Content

Content that asks the audience to do something specific.

Examples:

- Register for an event
- Volunteer for a committee
- Attend a game watch
- Support a scholarship initiative
- Join a send-off or networking event

Clubs should avoid making every post feel like an announcement. Social media works best when followers feel like they are part of an active community, not just receiving a stream of promotions.

8. Event Promotion Timeline

One of the most common uses of club social media is promoting events. To maximize attendance and visibility, clubs should avoid relying on a single event post and instead use a simple promotion timeline.

4 Weeks Before the Event

- Post a Save the Date graphic or announcement
- Open registration if applicable
- Create a Facebook Event
- Add the event to the club's content calendar

3 Weeks Before the Event

- Share more details about the event
- Highlight the purpose of the event or why alumni should attend
- Introduce a speaker, venue, or featured activity if relevant

2 Weeks Before the Event

- Post a reminder with registration link
- Share any event logistics alumni should know
- Encourage board members and volunteers to share the event

1 Week Before the Event

- Post a countdown or "one week away" reminder
- Highlight any special details or reasons to attend
- Continue promoting registration

1–2 Days Before the Event

- Post a final reminder
- Share location, timing, and any final event instructions
- Use Stories for a quick "see you there" reminder

Event Day

- Post a Story or feed reminder if appropriate

- Share event-day photos, videos, or check-in moments
- Tag the venue, speakers, or Purdue accounts if relevant

Within 48 Hours After the Event

- Post a thank-you message
- Share event photos or recap content
- Thank volunteers, sponsors, and attendees
- Use the event as a springboard for future engagement

9. Photography & Video Tips

Photos and videos are often the most effective content a club can share. Good visuals help alumni picture themselves attending, participating, and being part of the club community.

Photography Tips

Try to capture:

- Group photos of attendees
- Networking moments and candid conversations
- Purdue gear, spirit, and signage
- Speakers or presenters in action or engaged
- Volunteers helping behind the scenes
- Photos that reflect energy, warmth, and community

Best Practices

- Take both vertical and horizontal photos when possible
- Use natural light when available
- Avoid dark, blurry, or overly distant photos
- Capture a mix of posed and candid moments
- Take more photos than you think you need so you have options later

Video Tips

Video content does not need to be highly produced to be effective. Short, authentic clips can work very well for social media.

Good Video Content Includes

- A quick clip of alumni gathering before an event
- A short welcome message from a club leader
- A speaker soundbite
- A “thank you for coming” recap clip
- Behind-the-scenes setup moments

Best Practices

- Keep most videos short—ideally 15 to 30 seconds
- Record vertically for Instagram Stories and Reels
- Avoid loud background noise when possible
- If posting a speaker clip, choose a short quote or key takeaway
- Add captions or on-screen text if possible

10. Writing Effective Captions

A strong caption helps a post feel purposeful rather than random. It should tell the audience what they are looking at, why it matters, and what to do next.

A Simple Caption Formula

Hook + Information + Call to Action

Example

Boiler Up, Chicago alumni!

Join us for an evening of networking, Purdue pride, and connection with fellow Boilermakers in the area. Whether you're new to the city or a longtime alum, we'd love to see you there.

 Thursday, July 18

 [Venue Name]

 6:00 PM

Register here: [Link]

Caption Best Practices

- Keep sentences short and readable
- Use line breaks to make the post easy to skim
- Include a clear call to action when appropriate
- Use emojis sparingly and intentionally
- Match the tone to the platform and audience
- If the post is an event reminder, include the key logistics clearly
- If the post is a recap, focus on gratitude, energy, and community

11. Hashtags & Tagging

Hashtags and tagging can help clubs expand reach, connect to Purdue content, and make posts easier to find.

Recommended Hashtags

Hashtags are no longer essential for reach, but they still help with organization, searchability, and community building when used strategically. A small number of relevant hashtags (2–3) is usually more effective.

Examples:

- #BoilerUp
- #PurdueAlumni
- #PurdueForLife
- #PurdueUniversity
- #EverGratefulEverTrue

Clubs may also use location- or club-specific hashtags such as:

- #[ClubName]
- #[City]Boilermakers

- #Purdue[Region]

Tagging Best Practices

When relevant, clubs should tag:

- Purdue for Life Foundation
- Purdue Alumni Association
- Purdue University
- Purdue Athletics
- Event venues
- Speakers or featured alumni
- Partner organizations or sponsors

Benefits of Tagging

- **Expand Your Reach:** Your post may be seen by followers of the organization, business, or alumni leader you tag.
- **Increase Engagement:** Tagged accounts are more likely to notice, like, comment on, or share your post.
- **Strengthen Partnerships:** Publicly recognizing sponsors, speakers, venues, and collaborators helps build stronger relationships.
- **Encourage Sharing:** Tagged partners may repost your content, helping promote your club and event to a larger audience.
- **Build Credibility:** Connecting your club with Purdue, alumni leaders, and community partners reinforces trust and professionalism.
- **Improve Discoverability:** Makes it easier for alumni and community members to find your posts and learn about your activities.
- **Celebrate Collaboration:** Gives credit where it's due and highlights the teamwork behind successful club programs and events.

Tagging should feel natural and relevant. Clubs should avoid tagging unrelated accounts just to increase reach.

12. Engagement Best Practices

Social media should be a two-way channel, not just a bulletin board. Clubs should aim to create a welcoming and responsive online presence.

Respond to Comments and Messages

As a general rule, clubs should respond to questions, comments, or direct messages within 24–48 hours whenever possible.

Encourage Conversation

Posts that ask alumni to share a memory, vote in a poll, or respond to a question can be a simple way to build engagement.

Examples:

- What was your favorite Purdue tradition?
- Where are you cheering on the Boilermakers from this weekend?

- What advice would you give a recent graduate moving to your city?

Celebrate the Community

Social media should help alumni feel seen and appreciated. Clubs can do this by recognizing:

- Volunteers
- Scholarship recipients
- New graduates
- Alumni achievements
- Event attendees
- Club leaders and board members

Be Present During Major Moments

Clubs do not need to post every day, but they should aim to show up around important moments such as Homecoming, game watches, freshman send-offs, scholarship campaigns, and major Purdue celebrations.

13. Managing Club Accounts

Strong account management protects the club, ensures continuity from year to year, and makes it easier for future leaders to step into the role.

Recommended Account Structure

Each club should have at least:

- **Primary Administrator** – often the president or designated social media lead
- **Secondary Administrator** – another board member or communications volunteer
- **Backup Administrator** – an additional leader who can access the account if needed

Account Management Best Practices

- Use a club email address whenever possible rather than a personal email
- Keep login credentials in a secure location approved by the club
- Turn on two-factor authentication when available
- Review account access annually
- Remove former leaders promptly when board roles change
- Make sure at least two current leaders can access each platform

Transition Planning

When leadership changes, outgoing leaders should:

- Transfer access to incoming leaders
 - Share saved templates, passwords, and account notes
 - Review content plans and pending posts
 - Flag any platform issues, audience questions, or recurring content needs
-

14. Social Media Policies & Expectations

Club social media should reflect the values of Purdue for Life and Purdue University while representing the local club in a professional way.

Expectations for Club Content

Posts should be:

- Respectful
- Inclusive
- Professional
- Aligned with club and Purdue for Life goals
- Appropriate for a broad alumni audience

Clubs Should Not

- Share confidential information
- Engage in public arguments online
- Post offensive, harassing, or inappropriate content
- Share unverified claims or rumors
- Present personal opinions as official club positions
- Use copyrighted materials without permission

When in Doubt

If a leader is unsure whether something should be posted, it is always better to pause and ask the Alumni Clubs team for guidance.

15. Purdue for Life Event & Content Calendar

In addition to local events, club leaders should be aware of Purdue and Purdue for Life moments throughout the year that may present social media opportunities.

Clubs do not need to promote every Purdue for Life event, but these annual touchpoints can help shape content planning, increase alignment with university priorities, and create opportunities to engage alumni around major Purdue moments.

Examples of recurring content opportunities include:

- Scholarship campaigns
- New student and recent graduate engagement
- Homecoming
- Boiler Gold Rush
- Volunteer recognition
- Purdue Day of Giving
- Game watches and athletics-related content
- Holiday and year-end reflection posts

A more detailed annual planning calendar is included in **Appendix H**.

16. Content Templates

The following content types are especially useful for alumni club social media and can be repeated throughout the year.

Alumni Spotlight

A short feature that highlights an alum's Purdue connection, career path, leadership, or club involvement.

Suggested details:

- Name
- Purdue degree or graduation year
- Current role or city
- Favorite Purdue memory
- Why they stay involved

Volunteer Spotlight

Recognize a board member, volunteer, or event helper and thank them for their contributions.

Suggested details:

- Name and role
- How long they've been involved
- What they enjoy about the club
- A short thank-you message

Event Reminder

A clear and concise reminder post with:

- Event name
- Date
- Time
- Location
- Registration link
- A short reason to attend

Event Recap

A post-event thank-you message that shares photos, expresses gratitude, and reinforces the club's community.

New Graduate / Welcome Post

A post welcoming recent graduates or alumni new to the region and inviting them to get involved with the club.

More detailed caption examples are included in **Appendix C**.

17. Crisis Communication Guidelines

Most social media issues are small, but clubs should still be prepared to respond thoughtfully if a sensitive situation arises.

Examples of situations that may require extra care include:

- A negative or inappropriate public comment
- A complaint about an event or club experience
- Confusion around a policy or club action
- A post that was inaccurate or unintentionally inappropriate
- Safety concerns, reputational issues, or media inquiries

General Guidelines

If a concern arises: 1. Stay calm and avoid reacting emotionally 2. Gather the facts before responding 3. Notify the Alumni Clubs team if the issue is sensitive, public-facing, or reputational 4. Avoid deleting comments unless they are clearly spam, threatening, or violate platform/community expectations 5. Avoid debating publicly in comment sections 6. If needed, acknowledge the concern briefly and move the conversation to direct message, email, or a phone call

Escalate Immediately If the Situation Involves

- Safety concerns
- Harassment or threatening language
- Media outreach
- Legal concerns
- Offensive or discriminatory content
- A high-visibility Purdue or Purdue for Life issue

Clubs should never feel pressure to navigate a sensitive public issue alone. When in doubt, contact the Alumni Clubs team before posting or responding.

18. Resources & Support

Purdue alumni clubs do not need to build their social media presence from scratch. Purdue for Life and the Alumni Clubs team can provide guidance, tools, and support to help clubs create effective content.

Potential resources may include:

- Purdue or Purdue for Life brand assets
- Canva templates or graphic files -
- Event promotion graphics
- Sample captions and messaging guidance
- Social media training and best practices
- Club leader resources and toolkits
- Scholarship promotion materials
- Campaign guidance tied to annual Purdue priorities

If your club needs help with social media planning, messaging, graphics, or a sensitive communication issue, contact the Alumni Clubs team for support.

19. Social Media Success Checklist

The goal of this checklist is to help clubs focus on consistency and impact rather than perfection.

Weekly Checklist

- Post at least 2–3 times across your active platforms
- Respond to comments and messages
- Promote upcoming events or share a club update
- Share at least one community-building or engagement-focused post
- Save any strong photos or content ideas for future use

Monthly Checklist

- Review upcoming events and create a content plan
- Check engagement and follower growth at a high level
- Identify one alumni, volunteer, or club story to spotlight
- Review Purdue or Purdue for Life moments coming up next month
- Update any shared content calendar or planning worksheet

Annual Checklist

- Review account access and passwords
- Update templates, branding, and saved graphics
- Train incoming leaders or social media volunteers
- Reflect on what content performed best
- Adjust social media goals for the coming year

At its best, club social media is not just about posting announcements. It is about helping alumni feel connected, informed, welcomed, and proud to stay involved with Purdue.

Appendix A: Monthly Content Calendar Example

This sample calendar shows one way a club can build a manageable month of content without posting every day.

Week	Post Idea	Platform(s)	Purpose
Week 1	Alumni spotlight	Facebook, Instagram, LinkedIn	Community building
Week 1	Promote upcoming event with registration link	Facebook, Instagram	Event promotion
Week 1	Share Purdue or Purdue for Life content	Facebook, Instagram Stories	Brand connection
Week 2	Volunteer spotlight	Facebook, Instagram, LinkedIn	Volunteer recruitment
Week 2	Throwback Purdue memory post	Facebook, Instagram	Engagement
Week 2	Event reminder or countdown	Facebook, Instagram Stories	Event attendance
Week 3	Behind-the-scenes club planning post	Facebook, Instagram Stories	Club visibility

Week	Post Idea	Platform(s)	Purpose
Week 3	Scholarship, service, or impact story	Facebook, LinkedIn	Showcase impact
Week 3	Poll or question prompt	Facebook, Instagram Stories	Engagement
Week 4	Final event reminder	Facebook, Instagram	Event promotion
Week 4	Event-day photos or videos	Instagram Stories, Facebook	Real-time engagement
Week 4	Thank-you / recap post	Facebook, Instagram, LinkedIn	Follow-up

Appendix B: Canva Graphic Templates

Each club should maintain a small library of editable templates that can be reused throughout the year.

Suggested Template Types

Event Promotion

- Save the Date
- Registration Open
- One Week Reminder
- Final Reminder / Happening Tomorrow
- Event Recap / Thank You

Community & Recognition

- Alumni Spotlight
- Volunteer Spotlight
- Board Member Introduction
- New Graduate Welcome
- Scholarship Recipient Highlight

Engagement & Club Operations

- Game Watch Graphic
- Purdue Memory Prompt
- Poll / Question Graphic
- Membership Promotion
- Volunteer Recruitment
- Freshman Send-Off Announcement

Template Best Practices

- Use Purdue-aligned colors and clean formatting
- Leave room for club-specific logos or local event details
- Keep text minimal and readable
- Save editable versions in a shared club folder for future leaders

Appendix C: Sample Captions

Networking Event Caption

Boiler Up, [City] alumni! 🚂

Join us for an evening of networking, Purdue pride, and connection with fellow Boilermakers in the area. Whether you're new to the region or a longtime alum, we'd love to see you there.

📅 [Date]

📍 [Location]

🕒 [Time]

Register here: [Link]

#PurdueAlumni #BoilerUp #[ClubHashtag]

Game Watch Caption

Game day is better together! 🏀 🚂

Join the [Club Name] for a Purdue game watch and cheer on the Boilermakers with fellow alumni and fans in the area.

📅 [Date]

📍 [Location]

🕒 [Time]

Wear your black and gold and bring your Purdue spirit. Boiler Up!

#BoilerUp #PurdueAlumni #[ClubHashtag]

Scholarship Promotion Caption

Your local Purdue alumni club helps support student scholarships and alumni engagement in our community. Thank you for helping us invest in future Boilermakers and strengthen Purdue connections close to home.

Learn more: [Link]

#PurdueAlumni #PurdueForLife #BoilerUp

Volunteer Recruitment Caption

Looking for a way to stay connected and give back to Purdue? We're looking for alumni who want to help shape the future of the [Club Name].

Whether you're interested in planning events, helping with communications, welcoming new alumni, or supporting scholarship efforts, there's a place for you.

Interested in getting involved? Send us a message or email [Contact Info].

#PurdueAlumni #BoilerUp #[ClubHashtag]

Freshman Send-Off Caption

We're excited to celebrate the newest Boilermakers from our area! 🚂

Join the [Club Name] for our Freshman Send-Off as we welcome incoming Purdue students and their families, share advice, and celebrate the start of their Purdue journey.

 [Date]

 [Location]

 [Time]

#BoilerUp #PurdueBound #PurdueAlumni

Event Recap Caption

Thank you to everyone who joined us for [Event Name]! We loved spending time with fellow Boilermakers and celebrating Purdue together here in [City/Region].

A special thank you to our volunteers, attendees, and partners who helped make this event a success. Boiler Up!

#PurdueAlumni #[ClubHashtag] #BoilerUp

Appendix D: Recommended Purdue and Purdue for Life Accounts

Clubs should follow and engage with Purdue and Purdue for Life accounts when relevant so they can stay connected to university messaging, traditions, and major initiatives.

Recommended Accounts

- Purdue for Life Foundation
- Purdue Alumni Association
- Purdue University
- Purdue Athletics
- Purdue Student Life
- Purdue Admissions
- Purdue colleges or schools that may be relevant to your audience

Why This Matters

Following Purdue accounts helps clubs:

- Find timely content to share
 - Stay aligned with university messaging
 - Participate in major Purdue moments online
 - Support university and alumni engagement efforts
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Appendix E: Social Media Quick Start Guide for New Board Members

1. Know the Goal

Use social media to:

- Promote events
- Build community

- Keep alumni informed
- Highlight impact
- Welcome alumni into the club

2. Start with the Platforms Your Club Already Uses

- Facebook for event promotion and club updates
- Instagram for photos, Stories, and event-day content
- LinkedIn for professional and alumni achievement content

3. Keep It Simple

A manageable posting goal might be:

- 2–3 Facebook posts per week
- 2–3 Instagram posts or Stories per week
- 1 LinkedIn post per week

4. Build a Basic Monthly Plan

Try to include:

- 1 event promotion
- 1 alumni or volunteer spotlight
- 1 Purdue-related post
- 1 engagement prompt
- 1 recap or thank-you post

5. Protect the Account

- Keep at least 2–3 admins
- Use strong passwords
- Enable two-factor authentication
- Remove former leaders when roles change

6. Ask for Help

If you are unsure about branding, messaging, or a sensitive post, contact the Alumni Clubs team before posting.

Appendix F: Annual Content Planning Guide

Planning content around the academic and alumni year helps clubs stay consistent without reinventing the wheel every month.

Summer

- Freshman send-offs
- Community service
- Summer socials
- Family-friendly alumni gatherings

Fall

- Football season and game watches
- Homecoming

- Volunteer recruitment
- Networking events
- Purdue traditions and nostalgia content

Winter

- Basketball season content
- Scholarship promotion
- Holiday gatherings
- Year-end volunteer recognition

Spring

- Admitted student celebrations
- Graduate outreach
- Purdue Day of Giving
- Club elections or leadership recruitment
- Spring networking and service events

Appendix G: Monthly Social Media Planning Worksheet

Use this worksheet at the start of each month.

Monthly Planning Questions

1. What events are happening this month?
2. What Purdue or Purdue for Life moments should we support?
3. Who can we spotlight this month?
4. Do we need to recruit volunteers or promote leadership opportunities?
5. What photos or videos do we already have available?
6. What can we repurpose from last month?
7. What one post can we draft now for next month?

Monthly Content Planner

Category	Topic	Platform	Draft Date	Post Date	Owner
Event Promotion					
Alumni Spotlight					
Volunteer Recognition					
Purdue Pride / School Spirit					
Engagement Post					
Event Recap					

Appendix H: Purdue for Life Annual Event & Content Calendar

This calendar highlights annual Purdue for Life events and seasonal content opportunities that clubs can build into their social media planning. Clubs do not need to promote every

event, but they should use these moments to identify relevant content opportunities and align local engagement efforts when appropriate.

January

Winter Recess Continues

Through January 1

Content Opportunities

- New Year welcome message to alumni
 - “What’s ahead this year” club preview
 - Winter networking or basketball season content
 - Volunteer interest posts for the new year
-

February

Naples

February 10–15

Content Opportunities

- Share Purdue for Life event awareness if relevant to your audience
- Highlight alumni travel or engagement opportunities
- Repost Purdue for Life event coverage if available

PASE Alumni Dinner

February 26

Content Opportunities

- Celebrate student and alumni connections
 - Share student support and mentoring content
 - Highlight the role alumni play in supporting students and recent graduates
-

March

Boilermaker Ball

March – TBD

Content Opportunities

- Celebrate Purdue traditions and alumni connection
 - Repost Purdue for Life content if relevant
 - Share club pride and community storytelling
-

April

PASE Mock Career Fair

April 15

Content Opportunities

- Share career development and alumni mentoring content
- Highlight networking and professional support opportunities
- Feature alumni who support students through career advice or programming

Purdue Day of Giving (PDOG)

April 28

Content Opportunities

- Encourage alumni participation and philanthropy
 - Highlight scholarship impact and club support efforts
 - Share Purdue for Life or university giving messages
 - Reinforce the impact of alumni generosity
-

May

Purdue Global Open House and Reception

May 1

Content Opportunities

- Welcome Purdue Global students or alumni
- Highlight lifelong learning and continued connection to Purdue

Caps Off

May – TBD

Content Opportunities

- Celebrate graduating students and new alumni
 - Welcome new graduates into the alumni community
 - Share advice, encouragement, and local club involvement opportunities
-

June

Women's Conference

June 24–25

Content Opportunities

- Highlight women leaders and alumni stories
- Share professional development or leadership content
- Celebrate alumni connection and engagement

Summer Break / Early Summer Programming Window

June 30–July 4

Content Opportunities

- Promote summer club gatherings
 - Plan or promote freshman send-offs
 - Recruit volunteers for fall
 - Share light community-building content
-

July

Grandparents University – Session 1

July 16–17

Grandparents University – Session 2

July 23–24

Content Opportunities

- Celebrate multigenerational Purdue pride
 - Share legacy and family-focused content
 - Highlight traditions and family connection to Purdue
-

August

ACES Luncheon

August – TBD

Content Opportunities

- Share Purdue for Life or alumni engagement highlights if relevant

Connect the event to broader alumni leadership messaging

Boiler Gold Rush

August – TBD

Content Opportunities

- Welcome new students to Purdue
 - Share freshman send-off content
 - Highlight alumni advice for incoming students
 - Promote local student and family engagement where relevant
-

September

Alumni Leaders & Volunteer Conference (ALVC)

September – TBD

Content Opportunities

- Highlight volunteer leadership and club service
 - Celebrate board members and volunteers
 - Share club takeaways or leadership reflections
 - Re-energize fall programming
-

October

Homecoming

October – TBD

Content Opportunities

- Share Purdue traditions, nostalgia, and school spirit
 - Encourage attendance at game watches or club gatherings
 - Post throwback photos, memories, and alumni stories
 - Use Homecoming as a major engagement moment for the club
-

November

Thanksgiving Break

November 26–29

Content Opportunities

- Gratitude posts recognizing alumni, volunteers, and supporters
 - “Thankful for Purdue” stories
 - Holiday event promotion
 - Light community-building content
-

December

Graduate Gateway

December 19

Content Opportunities

- Welcome graduating students into the alumni community
- Share “what’s next” messaging for new alumni
- Promote local club involvement opportunities

Winter Recess

December 24–January 1

Content Opportunities

- Holiday greetings from the club
 - Volunteer appreciation
 - Year-end recap post or photo carousel
 - Preview of spring programming
-

Final Notes

Social media should be a tool that helps clubs build relationships, not a burden that overwhelms volunteers. A successful club account does not need to post every day or go viral. It simply needs to be consistent, welcoming, and reflective of the alumni experience your club is creating.

By focusing on connection, storytelling, event visibility, and Purdue pride, alumni clubs can use social media to strengthen their communities and help more alumni feel at home in the Purdue network—wherever they live.

Boiler Up.