



## Alumni Association

### **NAU Near You Alumni Chapter Program Communications Plan**

#### Chapter E-newsletters

Your chapter can utilize e-newsletters to share information about upcoming NAU events in your area, highlight exciting updates involving the chapter and its members, and provide overall online communications to keep chapter members informed and engaged about NAU Alumni Association programming and initiatives. Chapter e-newsletters will be created by the chapter leadership committee, and sent on the third Wednesday of every month by the Office of Alumni Engagement. The deadline for submissions is always noon the Friday before the designated Wednesday send date, unless otherwise notified. E-newsletter content will be submitted using the *Online Toolkit: Chapter Email Request Form*.

#### **Content guidelines**

In order to maintain university brand standards and guidelines, continuity between alumni chapters, and in order to help chapter leaders structure newsletter content, it is important to follow the guidelines below.

- Focus on 2-3 topics per newsletter.
  - At least 1 topic should include an NAU Alumni Association update, initiative, etc. (not chapter-specific).
- Limit the content of each topic to 1 paragraph (2-3 sentences each).
- Update information or provide different content each time (even if highlighting the same topic for several months).
- Include pictures with the submission. Work with [Michelle Gardner@nau.edu](mailto:Michelle.Gardner@nau.edu) to help gather media.
  - To build an annual photo library, it is the responsibility of chapter leadership to take photos during activities which can be created using a tool similar to Flickr.
  - Include events in chapter e-newsletters: Activities must have been previously submitted to and approved by the NAU Office of Alumni Engagement on the annual plan submission form.
  - Include the following in an outline format in the *Online Toolkit: Chapter Email Request Form*.
    - Event name
    - Date and time

- Location (include address)
  - Cost and registration (if applicable)
  - Event contact
  - Description
- Check to see if your communication is working. Ask attendees where they heard about the event.
  - Share results with us as this helps the Office of Alumni Engagement refine best practices.
- For comprehensive event coverage, download the WhatsApp app to your mobile device and text Michelle Gardner (903) 235-3590 photos during and after events.

## Social Networking

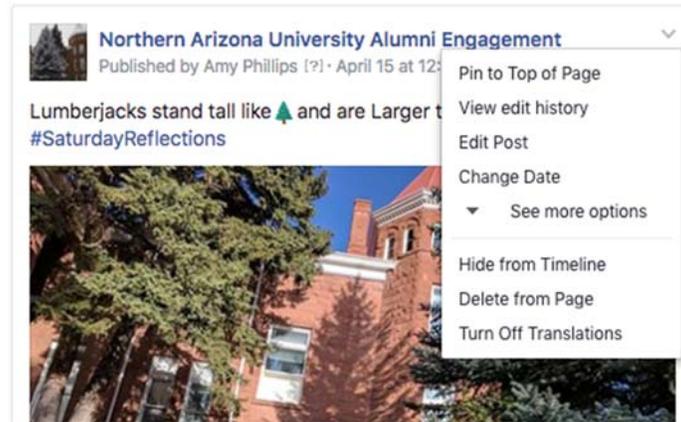
Social media accounts are a 24/7 digital reflection of the alumni experience, and what we all have in common—a love for Lumberjacks. As a result, we have to be strategic about our presence. Chapter leaders are responsible for maintaining NAU’s reputation and furthering NAU’s mission by communicating key messages on a continual basis. Follow these guidelines to champion the *NAU Near You* Chapter Program, the efforts of the NAU Alumni Association, and NAU overall.

### Facebook Guidelines

Whether it is content related to your chapter or updates about what area alumni are doing, stay in touch with your chapter audience with Facebook posts. The NAU Alumni Facebook audience is looking for entertainment and value—use short, fun-to-read copy and eye-catching images to gain attention and evoke shares. Knowledge of the intended audience will help you generate content they can share too.

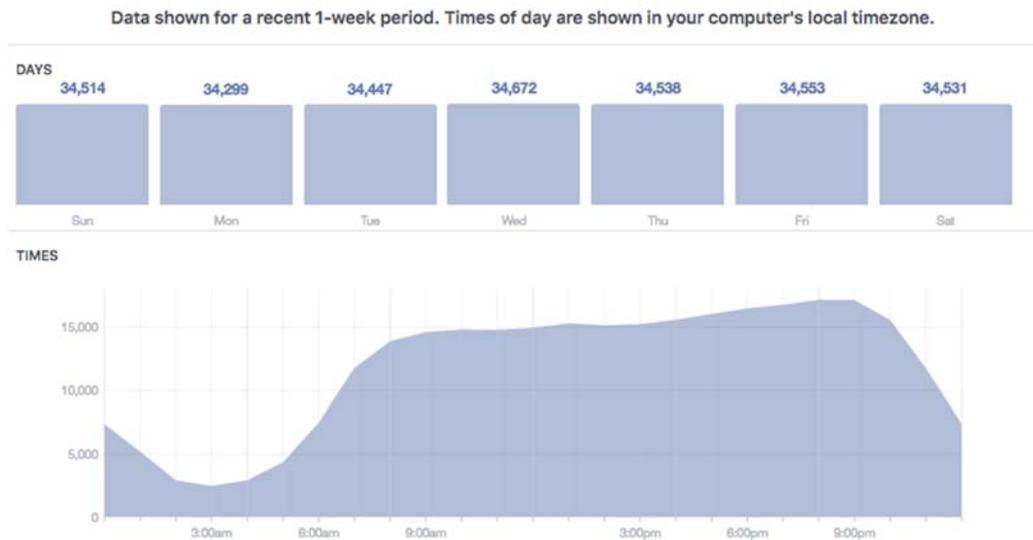
### Content is King

- Aim to spark emotions
- Use engaging images
- Write short posts
- Post 3-5 times per week
- Bring attention to a post by *Pinning* the post to the top of your page.



### The Fight Against the Algorithm

Schedule posts when your intended audience is most likely viewing their newsfeed at a given time. Create a post and schedule it to publish on the chapter page in the future.



- Create a post at the top of the page's timeline
- To schedule the post, click the drop-down arrow next to the *Publish Button*



- Click *Schedule*
- Select the date and time you wish to publish the post
- Click *Schedule*

### Work Smarter Not Harder

Scheduled posts can be created and edited by other admins/editors who help manage the page. To reschedule, edit, or delete a scheduled post:

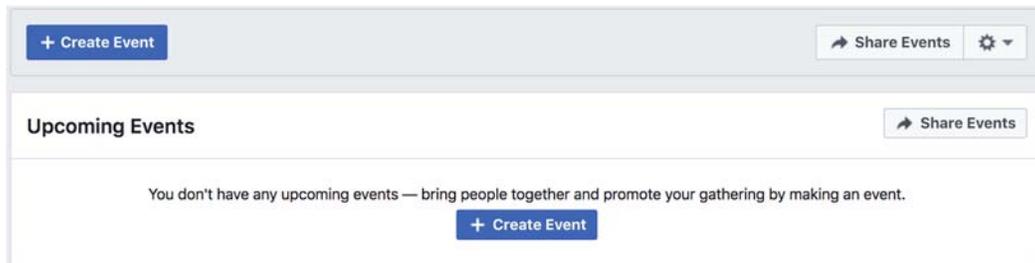
- Click *Publishing Tools* at the top of your Page
- Click *Scheduled Posts* in the left column

- Select the post you wish to edit
- Click *Edit* to edit the post, or click the drop-down arrow to select *Publish, Reschedule, or Delete*

### Boost Engagement & Get People Talking

Connect your audience to an event and empower them to spend time together in the real world by creating an event.

- Click *Events* in the left menu of your News Feed
- Click *Create Event*



- Fill in the basic information
  - Event photo
  - Event name
  - Location
  - Start & end times
- Fill in the event details
  - Select a category
  - Type a description of the event
  - Select keywords
  - Ticketing website (optional)
- Select the options
  - Co-hosts
  - Posting
  - Display guest list

### Go LIVE

Live video streaming is a fun, engaging way to connect with your followers and grow your audience.

- From your Facebook page click *Post*
- Select *GO LIVE* at the bottom of the screen
- Create an engaging description to draw your audience into the video
- Maintain selfie mode or switch to the rear facing camera
- Click the *GO LIVE*
- Wait for the countdown
- Have fun!

- Lumberjack Tip: If you're live streaming in a dark environment, your camera flash will not work, but holding a friend's camera and using their flashlight to highlight the action will do the trick!

### It's a Two-Way Street

It's important to be interactive on Facebook. In order to gain loyalty, it's best to monitor reactions, comments, and shares on posts. Most importantly, respond to audience questions.

### On the Go

Download the *Facebook Pages Manager* app to your mobile device to create posts for the page anywhere. It's a great way to share real time updates and photos with the chapter audience.

## Let's Collaborate

When two become one, we have the power to boost our creative efforts and propel alumni engagement making #NAUStrong. Let us know what is trending, what's working best, or how we can help share your messages to a larger audience. Submit your social content to us through the [Online Toolkit: Social Sharing Form](#) and we'll work together to publish your content on the right channels at the right times!

We're excited for you to join the #NAUAlumni conversation and share the chapter's glimpse of Lumberjack life!

For assistance with creating an official digital presence, please contact [Michelle.Gardner@nau.edu](mailto:Michelle.Gardner@nau.edu), Office of Alumni Engagement Communications Coordinator.