



Social Media Advice

Our alumni groups play a crucial role in helping us reach alumni, fans, and friends throughout the country. Your ability to communicate with alumni in your area is paramount to Wittenberg University's success. Some of the ways our groups communicate are listed below. We ask our groups to follow these guidelines and work with our office if you have any questions. We are happy to help, and we can provide you with branding assistance, demographic data, and more.

Facebook

- Create a group Facebook Profile: First Name: CITY – Last Name: Alumni- Group, needed to access the Facebook Group you will create.
- Create an official Facebook Group/Page.
- Naming should follow the style of "Wittenberg (CITY) Alumni Group"
- Make us an administrator in the event additional assistance is needed, like changing leadership.
- You handle posting content and creating events.
- Spotlight alumni accomplishments in your area.
- Highlight sporting events as they relate to alumni initiatives.
- Tag people in your Group from your personal account!

Twitter

- Naming should follow the style of "Witt (CITY) Alumni"
- Always research proper hashtags and use those selected for our alumni events.
- Create conversations vs. one-sided posts.
- Respond to mentions and tags.

Instagram

- Naming should follow the style of "Wittenberg (CITY) Alumni Group"
- Utilize a strong image of alumni, constituent, or athletic events.
- Instagram is typically a more stylized social media platform, so get creative. Remember, most Instagram users are under 40 years of age.

SOCIAL MEDIA POLICY

Social media outlets provide an opportunity to engage with internal and external audiences in a nontraditional way. Using these mediums, we do more than push out a message; we have the opportunity to contribute to communities. While social media is free, it serves us well to have a solid understanding of what it means to be part of the larger social media community and join the global conversation about our institution and the work we do.

In regard to Wittenberg Alumni social media platforms, it is required for continuity that individual alumni groups have a standard “about me” statement that the Wittenberg University Alumni Relations office will provide along with an official logo. In order to help manage social media pages and groups please assign at least one Wittenberg University Alumni Relations staff member as an administrator.

Important info for particular social media platforms:

For Facebook we recommend that our alumni groups have a page versus a group and for LinkedIn your group needs to be a subgroup of the Wittenberg University Alumni Association group.

If you participate in social media, consider following these guiding principles:

- Stick to your area of expertise and provide unique, individual perspectives regarding what’s going on at Wittenberg University and the Alumni Association, your community and in the world.
- Post meaningful, respectful comments.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality—particularly if you are involved in sensitive research.
- When disagreeing with others’ opinions, keep it appropriate and polite.
- Be engaging. Be authentic. Be yourself. Serve, don’t sell. Maintain a personal/professional tone.
- Don’t fuel fires.
- Be very careful about grammar and spelling errors.
- Be diligent about fact checking.
- Never fabricate “viral” material. A post (or photo or video, etc.) is said to be viral when many, many people share it over their networks. Some viral videos have been viewed many millions of times). Opportunities are everywhere for genuine viral content; find them and use them. Just for the record, it is almost impossible to predict what content may become viral, and when you try to create it, it tends to backfire.

Contact Information -

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Alumni Communication Channel -

