

Facebook for Clubs / Councils

The screenshot displays the Facebook profile for the NYC PITT Alumni Club. At the top, the search bar shows the club's name. Navigation tabs include Page, Activity (with a notification badge), Insights, and Settings. The cover photo features the Statue of Liberty and the NYC skyline, with the text 'NEW YORK CITY PITT CLUB' and 'NYC PITT Alumni Club Non-Profit Organization'. Below the cover photo are tabs for Timeline, About, Photos, Likes, and More. The left sidebar shows 1,385 likes and a list of people who liked the page. The right sidebar shows 'THIS WEEK' statistics: 5 Page Likes, 870 Post Reach, 4 Notifications, and 2 Messages. The main timeline shows a post from 'NYC PITT Alumni Club' dated October 14, 2014, titled 'PITT vs. VA Tech Game Watch'.

Club/ Council Facebook pages provide a universally-accessible communication outlet that can be easily updated to display relevant news/ events at any time and allows for the simple facilitation of club communication as alumni can send direct messages to the page inbox or posts messages on the page. The Alumni Association assists all clubs/councils in the development & growth of dedicated Facebook pages and bestows page manager access to all respective club/ council leaders. As a page manager you have the ability to designate other users as page managers/ content creators in the event that additional club leaders are brought onboard to assist with club communication/ development.

You will want to ensure the top line on the page reads “You are posting, commenting, and liking as “ **Pitt Club**” to operate the page as the club and have all posted updates appear in the club’s ‘Timeline’.

Some of the key page sections to take note of are:

- The “About” section on the club’s Facebook page where you can share pertinent club info (brief club description, club contact, contact email).
- The “Photos” gallery where you can share all club photos.
- The “Events” display section where you can add upcoming club events/ activities.

3 Best Practices for Your Club / Council Facebook Page

1) POST/ SHARE RELEVANT CONTENT

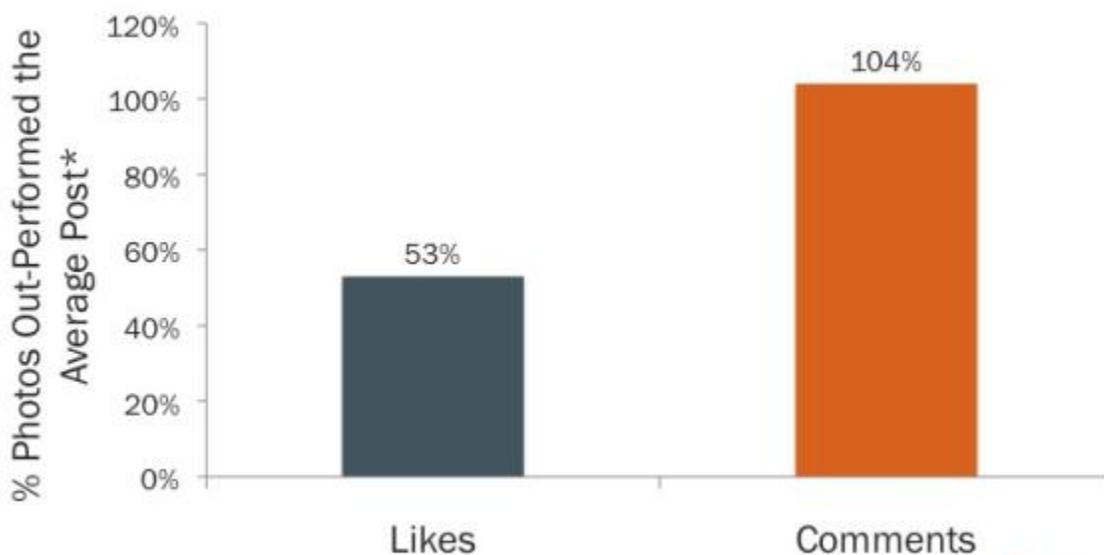
You'll obviously want to post upcoming event/ activity notices to ensure you reach as many alumni as possible, but almost anything related to Pitt also works! From interesting news/ blogs/ photos/ videos, to the latest Facebook posts from other Pitt entities (Athletics, various Schools/ Colleges, Pitt News, Pitt Alumni Association, etc.), to fun updates from alumni in your group! Feel free to share anything Pitt-centric that you come across on your group's Facebook page!

Short on good post sources? Reach out to the Alumni Relations staff - they'll be happy to provide links to other University social media outlets, news sources, photo albums, videos, and engagement opportunities that you can share.

3) INCLUDE AN IMAGE IN (ALMOST) EVERY POST

This is a universal tip for any Facebook page: [study](#) after [study](#) confirms that posts with graphical content have significantly better engagement than those that do not. In particular, photos make a huge impact, with HubSpot reporting that posts with photos [get 53% more likes](#) than the average post (below).

Facebook Photos Generate Higher Engagement Than the Average Post



HubSpot Study of 1,545 B2B and B2C Companies
in October, 2012



*Average post includes performance of link, text, and photo posts.

Be sure to include some type of image element, usually a photo, in the vast majority of your posts. If anything, the photos will help catch the eyes of your alumni as they scroll through their Feed. Photos from club/ council events, nostalgic photos of campus, and interesting photos of and/ or submitted by alumni are great standard engagement images. You can always look to share engaging University-related photos posted by other sources as well!

3) KEEP IT UPDATED!

Post on your club/ council Facebook page frequently! If your alums know that you share great, relevant content on a regular basis, it becomes much easier to capture their engagement.

According to [Eduventures](#), Facebook was the most preferred channel for 25% of alumni for receiving information from their alma mater, and the easiest way to connect with those individuals is to give them frequent updates on your page. If you dedicate to posting a few times a week on your alumni page, you'll see tons of positive engagement take place!

Not the biggest social media user? Recruiting other volunteers to post/ share on the page is a great way to get fellow club/ council alumni engaged!

All of this will keep alumni coming back to your Facebook page and turn it into a fun and useful way to connect alumni to your club/ council and the University!

Hail to Pitt!