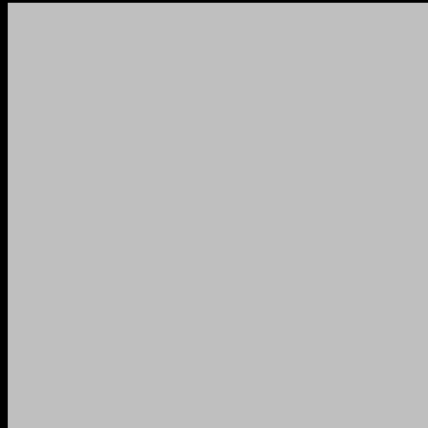




From Hexcodes to Hashtags

Getting started with social media



Thanks for having us!



Today we will cover...

- Reasons why you should consider social media (if you haven't already)
- A very high level roadmap to get started
- Some tips and things to avoid
- Q & A



Princeton Women's Network

NOVEMBER BRUNCH

You are in the Right Place if..



ARE YOU INTERESTED IN
GROUP OUTINGS?

- A Shows, movies
- B Cultural Events
- C Fundraisers/Galas
- D I'll DM you



You have no idea how to get started

we will cover the very basics

social media is a bit scary

the best tool is DELETE.

you want to do more with social

we will provide an outline!

How we communicate as clubs (a brief personal history)

Pre-Princeton

Princeton

Early Years

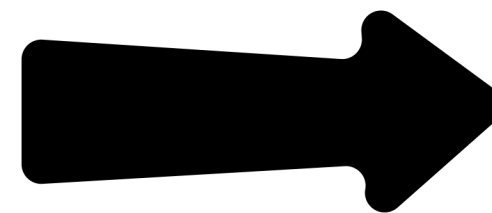
Interview, Phone call, Formal dinner

Engaged with other clubs (DC)

Emails, newsletters

Engage via social media, share their stories & congratulations

Engage via social media, invite students in ATX



Benefits:

- Can reach back to campus to engage students
- Can keep up engagement beyond events
- More ready collaborations with classes and clubs
- Collaborate with other clubs
- Share in multiple channels
- *Don't rely on numbers!!*



A few recent examples

November 9 6:17 PM

princetoncheer



MEET THE TEAM
CAMPBELL SCHOUTEN 2024
HOMETOWN Austin, TX
STUNT POSITION Base

princetoncheer Senior Day is right around the corner, so we'd like to introduce you to our 7 fabulous Seniors!... more

Yeah @hi.itscambieleigh

Activity Share Highlight More

October 23 8:11 PM
From archive

Welcome to Instagram **HOW**
@princetonclubofhawaii

princetonclubofhawaii



princetonclubofhawaii Orange and Black Day 2023 from Honolulu on Oahu, Hawaii! Magic Island at Ala Moana Beach Park.
#OrangeandBlack #Princeton

@pcofsd
@pcnwnj
@pcsofla
@princetoninboston
@paa_taiwan
@princetonalumni

Activity Share Highlight More

November 17 6:02 AM
From archive

Sib club events are the best events!!



Wine Tasting with our Friends and Sib Clubs!

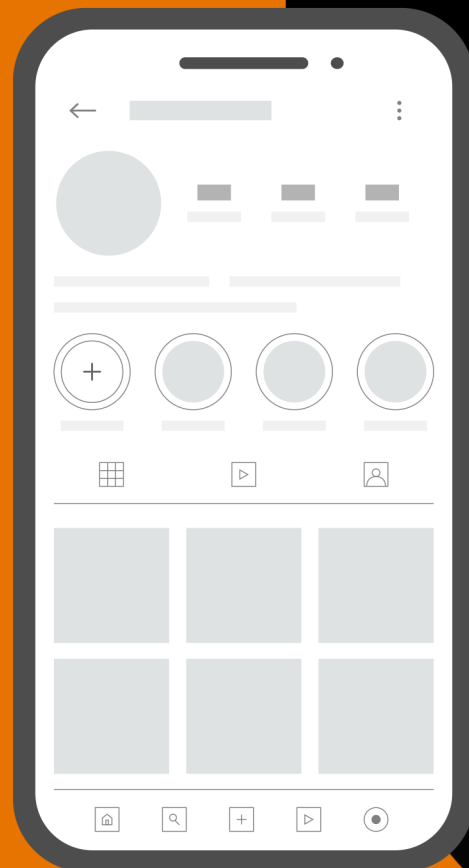
@tigersinaustin

@marimarestate
@princetonalumni
@princetonclubstlouis

Activity Share Highlight More



Getting Started



1. Choose which platform to use

We recommend instagram.

Long-staying, where people are that are not using other channels

Straight-forward, like a bulletin-board



2. Create an Account

Think about a shorter name for your group, something catchy (look at the list of names)

Tie to a group account (vs. an individual)

Keep a record of the password!

3. Start Posting

Start with pictures from events

Share other posts

Check messages and use links in profile



Refer traffic back to website or other resource

Don't worry about growth, algorithms, etc.

Next Level

Post monthly previews

Set aside time monthly or an hour or so a week to think through the posts

Set a boundary: no holidays, commentary unless directly related to Princeton

Post picture recaps

Have event "hosts" send you pictures

Engage with community

Try to have some engagement each week



See you there!

JULY 1ST
New Club/Annual Giving Year

JULY 20TH
Karaoke Night!
8p-10p Hi Tunes Karaoke

JULY 23RD
Tiny Tiger Splash Party
10a - 12n Dreamland

More Details:
www.princetonclubofaustin.com/upcoming-events

Use same content across all sites!

Supreme Level 2000



Schedule Posts

Recommend using Facebook scheduler

Do stories separately (for better tagging)

Add some graphics

We use canva

Complimentary for nonprofits

Allows for set up of logos, brands, etc

Use other features

Reels, stories, polls, etc

Use templates

Our next step

FINAL TIPS

Stay calm! It's very easy to delete posts, make corrections, etc

Ask for help! We are all here

Have fun and adapt.



Questions?

Tip sheet - in comments



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