

## Use of Social Media

Social media allows you to communicate messages to a wide audience quickly and interact with your community online. We encourage you to consider creating social media profiles for your programs. This will provide another means to connect with your students, alumni, and other supporters, especially during this historical Student Support Services 50<sup>th</sup> Anniversary celebration.

You should develop a messaging strategy to determine exactly what type of messages you want to communicate through each social media platform. Here are some helpful tips to get you started.

### *Facebook*

- Engage your audience by sharing success stories and uploading photos from events with students.
- Post information about upcoming activities and create events inviting others to RSVP.
- Ask your community to join you in advocacy and provide guidance.
- Ask questions that welcome online participation.
- You might even post relevant links, opportunities, deadlines, and other information in which your community might be interested.
- Post your SSS 50<sup>th</sup> activities in a calendar that you can share.


### *Twitter*

- Live tweet from events and meetings.
- Tweet announcements or current events.
- Retweet (RT) information that may seem relevant to your audience and messaging strategy.
- Try starting a trending topic by using the hashtags **#SSS50th** and **#SSScelebration** and ask that your followers do the same.
- Get creative in your messaging strategy to develop a constant voice for your program.

### *Instagram*

- Share photos and videos of events and meetings.
  - Give your photo a title which is helpful and fun.
  - Photos can also be instantly shared on Facebook and Twitter.
- Keep in mind that you will have the most success sharing clever and succinct messages. You should be engaging and responsive, not just sharing content about your program.

## Media Assistance

For media assistance, including help with writing and submitting an Op-Ed as well as getting coverage for your SSS 50<sup>th</sup> event, please [click here](#)  (.pdf).