



# Alumni Network

## Using Facebook

### Why have a Facebook page?

Facebook is a free and effective way to connect with other alumni, raise awareness of the chapter, increase chapter membership, share information, photos and memories and promote events. We encourage all chapters to establish and maintain a Facebook page and have provided the following guidelines to ensure consistency across chapters.

### Setting up the page

- Create a Facebook **page** (not a *profile*) for the chapter. Follow the instructions at [www.facebook.com/page](http://www.facebook.com/page), select 'Company, Organization or Institution' and 'Education'.
- Page name should be the same as the official name of the chapter, which is '**USQ <name> Alumni Chapter**'.
- Image should be the official logo of the chapter, as provided by the Alumni & Advancement Office
- Information text under 'About' should include the following: "**This is the official Facebook page of the USQ <name> Alumni Chapter.**" and "**Find out more about the benefits of reconnecting with USQ at [www.usq.edu.au/alumni](http://www.usq.edu.au/alumni)**". You can add your own wording between these two sentences.
- Link to the main USQ Facebook page and other USQ alumni chapter pages via 'Likes'.
- Appoint *at least* two members of the chapter committee and Ally Alumni ([social.alumni@usq.edu.au](mailto:social.alumni@usq.edu.au)) as administrators and decide on who will be responsible for managing the page.
- Let the USQ Alumni & Advancement Office know when the page is created so that it can be linked from the USQ website.
- Let chapter members know about the page and encourage them to 'Like' it.

## Tips for managing the page

- Update content regularly, every few days if possible.
- Include information on upcoming events, links to relevant news stories, updates on members such as job promotions, links to interesting blogs, etc, anything that may be of interest to members.
- Add photos of events (and include captions) as often as possible in order to show potential new members the social benefits of joining the chapter.
- Respond to *all* posts and comments by users, even if it is just 'Thanks for your comment'.
- Analyse the traffic to your page, including the number of fans and the number of interactions and include this in the bi-annual report.

## We can help

Let us know if you need further advice on setting up your chapter Facebook page. Ally Alumni is able to assist with page setup and administration.

If you require any further information or any assistance, contact the Alumni & Advancement Office via email [\*\*alumni@usq.edu.au\*\*](mailto:alumni@usq.edu.au).