Guide for Chapter Facebook Pages

Setup

VCU Alumni provides each constituent organization with a Facebook page so that chapter volunteers can communicate events and create a network with their fellow alumni.

 VCU Alumni also provides:

- **Standard profile pictures:** A graphic element that is created with consistency across all chapters; this photo can not be changed.
- **Cover photos**: VCU Alumni provides each chapter with a cover photo at launch, but volunteers can change the profile as often as they wish.
- **Editor privileges:** This role allows you to manage the page, boost posts and create ads.

VCU Alumni staff routinely monitor Facebook pages to determine if content is consistent with university policies and standards. Constituent organizations will be made aware of any changes to policy that affect the way posts should be made.

If you have any questions about how to handle comments or messages to your page, please contact your staff liaison.

Tips and best practices

1. Create a content roadmap

Before your first post, work with VCU Alumni staff to create a plan for content you'd like to share with your audience. Remember, you should:

- Consider how much time you have weekly to engage with your constituent organization Facebook page. As a general rule, you should post to the page once a week.
- Try to avoid making text-only posts. Remember, posts with a photo or video attached receive more engagement and are more likely to be seen by your audience.
- Don't post items that have any potential to be offensive, inappropriate or not consistent with maintaining a positive image of VCU Alumni, VCU or the constituent organization.

2. Post consistent, quality content

While developing a content strategy, keep your goals in mind and remember that quality of your posts is more important than quantity. Feel free to share any of the following to your page:

- Local news and events
- Content from VCU Alumni and other VCU units and schools
- VCU Alumni e-newsletter

Many chapters are naturally active during basketball season hosting watch parties, etc. Outside of basketball season, work with your VCU Alumni liaison to develop content to keep your page active.

3. Use the tools at your disposal

Facebook has a number of built-in tools that increase the performance of your posts and events. Using them effectively is key.

Facebook Events: The built-in event management feature allows you to easily count the number of attendees, share event updates and even gives directions to the event on mobile devices. Events made through this feature can also be added to the VCU Alumni Facebook event listing.

Facebook Publisher: Allows you to schedule posts, videos, photo publishing and more ahead of time. You can access these features by clicking the Publishing Tools link while in the page manager view.

For more advanced users, **Facebook Insights** lets you drill into data collected about your page audience and posts and allows you to find the optimal time on each day of the week to make your posts.

4. Ask for help

If you have questions, reach out to your staff liaison at the VCU Alumni office.

5. Other social media channels

If you would like chapter messaging to be shared on Twitter, Instagram or LinkedIn, contact your staff liaison to have the information disseminated through the main VCU Alumni social media accounts.

University Guidelines

Accessibility

Keep in mind, posts should be as accessible as possible for page visitors that may have visual or hearing impairments.

For example, if you post a graphic with text to your page, make sure that all of the important information on the graphic is included in the copy of the post. This allows the image to be read by a screen reader.

Academic Chapters must follow all social media accessibility guidelines put forth by the university which can be found under content policies and disclaimer under Guidelines for Usage.

If you have questions about accessibility guidelines please contact your staff liaison.

Freedom of Information Act (FOIA)

As public university all content on VCU social media accounts is considered to be public information. This includes all content made to accounts by page editors and posts by visitors. As such, the information must remain available in case it is needed in legal proceedings.

Posts can be edited for grammatical errors or incorrect content, like the wrong date/time on a flyer or using the wrong image, as long as the content hasn't been changed dramatically and the edits are done in a timely manner.

Should you encounter content from a third-party that you feel needs to be removed from your page, contact your staff liaison who will provide further instruction.