**Digitally Doing “the Good Work of BYU”**

Social Media and Digital Engagement
BYU Alumni Chapter Conference
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- Begin w/ end in mind – Here’s what we hope you’ll learn from this short segment on Social Media:
  - 1. What Social Media is to you.
  - 2. How we’re currently using Social Media (individually, Chapters, BYU Alumni).
  - 3. We can do it, and we can do A LITTLE MORE.
- There are few social media experts because of how fast the tools change.
- Don’t forget what our world is. “Our world is ideas, not the method of their transmittal.” – Michael Herman
- Ever been to Hawaii? “Do you feel a bit remote as Chapter leaders?” And how can we use technology – specifically Social Media – to our advantage to make this world a little smaller and help in Doing the Good Work of BYU?

- 1. What is Social Media to you? DISCUSSION
  - Warnings: FOMO (Fear Of Missing Out) and other warnings (never use it to reconnect with old flames or even investigate the profiles of old flames.)
  - Power of sharing, gospel application; Church emphasis and tactics
  - Elder Ballard has spoken plainly and invited directly

- 2. What are we doing today? State of the Alumni Association
  - Individual
    - Who has a FB Account?
    - Who has a Twitter Account?
    - Who has an Instagram Account?
    - Who has a Google Plus Account? (You can leave.)
  - Chapters
    - Facebook
      - 44 Chapters with Facebook Pages
      - 22 Chapters with Facebook Groups (some public and some private)
73 members of the Amman, Jordan, BYU Alumni Group; 123 members of the BYU Nepalese Alumni Group; Twitter

- Twitter
  - 13 Chapters with Twitter Accounts

- Instagram
  - 12 Chapters with Instagram Accounts

BYU Alumni

- Facebook: 21,953 page likes
- Twitter: 12,251 followers
- Instagram: 791 followers
- LinkedIn: 183,990 list BYU

What’s working for you?

- Recruit/retain members, volunteers, leaders
- Increase attendance at events
- Build influence, recognition, unity (#RepTheY)

DO: Search “BYU Chapters” and join the Chapter Chair FB Group NOW

DO: Search “BYU Alumni” and LIKE the main page NOW –

DO: INVITE your friends to do the same!

3. We Can Do It – and We Can Do A Little More

- Don’t be afraid; fit it into what you’re already doing;
- STORY: BYUH 60th Anniversary Celebration – Do all the things you are normally going to do, and slap a 60 on them.

What resources are available?

- Use the BYU Magazine and Speeches for sharable content – no need to always come up with original content. If you like Instagram, use Instagram. If you like FB, use FB.
- Add Social Media Vice Chair who is young (in addition to people individually promoting BYU and Chapter)
- Even if you’re not young, you can still do it.
- Focus on Facebook
  - Other platforms: Twitter, Instagram, YouTube, Pintrest – all good, and if you really like those, build them.
  - Simple Facebook tools
- Pages: use for sharing, engaging, marketing and promotion & celebration
  - Attach Events to Pages and promote, invite, “wash and repeat.”
- Groups: can be closed, open; posts are more visible
  - Good for Committees (RG, Event coordination, Celebration strategy)
  - Good for targeted messages for chapter members, celebration

- Hashtags
  - A hashtag is a word or an unspaced phrase prefixed with the hash character (or number sign), #, to form a label. It is a type of metadata tag. Words or phrases in messages on microblogging and social networking services such as Facebook, Google+, Instagram, or Twitter may be tagged by entering # before them, either as they appear in a sentence, e.g., "New artists announced for #SXSW2014 Music Festival" or appended to it. **A hashtag allows grouping of similarly tagged messages, and also allows an electronic search to return all messages that contain it.**
  - They basically help people search for and find content based on a keyword or phrase.
    - Hashtags on Twitter
    - Hashtags on Instagram
    - Hashtags on Facebook
- **VIDEO:** President Uchtdorf; he’s 75 and is doing it; we can do it!