2016 Chapter Conference

Brigham Young University
Alumni Association
Computers around the world simultaneously explode when everyone on Facebook becomes everyone else’s friend on Facebook.
“What Did You Learn TODAY?”

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
Is there a doctor in the house?
“Our world is ideas, not the method of their transmittal.”

- Michael Herman
2,984 Miles
“Take a left, and Kayak Across the Ocean...”

(Thanks, Google.)
1. What is Social Media to you?
“Conversations will continue whether or not we choose to participate in them.”
“May I ask that you join the conversation by participating on the Internet, particularly the New Media, to share the gospel and to explain in simple and clear terms the message of the Restoration. Most of you already know that if you have access to the Internet you can start a blog in minutes and begin sharing what you know to be true.”
State of the Union Association

• Individuals
• Chapters
• BYU Alumni
State of the Union Association

• Chapters
  ▪ Facebook
    • 44 Chapters with Facebook Pages
    • 22 Chapters with Facebook Groups (some public and some private)
  ▪ Twitter
    • 13 Chapters with Twitter Accounts
  ▪ Instagram
    • 12 Chapters with Instagram Accounts
State of the Union Association

• BYU Alumni
  ▪ Facebook: 21,953 page likes
  ▪ Twitter: 12,251 followers
  ▪ Instagram: 791 followers
  ▪ LinkedIn: 183,990 list BYU
What’s Working for You?
Congratulations to Maralie Nordfelt or Wednesday winner of BYU Arizona shirt and BYU ice cream.
Get out those thumbs...

• Search “BYU Chapters” and join the Chapters FB Group
• Search “BYU Alumni” and LIKE the main page
You Can Do It!
Dreaming of Rio
Four Olympians have BYU ties.

A Peek Behind the Curtain
BYU alumni who were SCOTUS clerks.

The Return of the King
Take courage in the last battle.

Finding Zion in Provo
Choose one: Proun, Hell, or Texas?

Griz Kid
#Hashtags & Twitter

- Using more than 2 hashtags drops engagement by 17%
- Tweets with 1-2 hashtags have 21% more engagement
- Users are 55% more likely to retweet when there is at least 1 hashtag included
- 25% of tweets without hashtags do get retweeted
- But 40% of tweets with hashtags get retweeted
#Hashtags & Instagram

✓ The more #hashtags the better
✓ Top 5 most popular Instagram hashtags for getting new followers:
  #love
  #instagood
  #me
  #tbt
  #cute
#Hashtags & Facebook

- Not as popular or effective
- 1-2 hashtags yields the most increase in interactions per post
- Many FB users aren’t searching hashtags on Facebook
- Better: tag friends, organizations (BYU, BYU Alumni) by using the “@”
A Small & Simple Thing – We CAN do it!

Post or Share something at least once each week related to BYU and include #BYU and #BYUAAlumni.
You Can Do It!
“What Did You Learn TODAY?”

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
Social Media – You Can Do It.

[Digitally] Doing the Good Work of BYU
2016 Chapter Conference

Brigham Young University
Alumni Association