

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

Social Media and Digital Engagement

BYU Alumni Chapter Conference

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*Michael Johanson – Outreach & Communications*

- 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 60<sup>th</sup> 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!