



ALUMNI  
ASSOCIATION  
The University of Kansas



## Social Media Tips & Guidelines

Volunteers play a vital role in helping the KU Alumni Association connect Jayhawks around the world and are encouraged to promote events and membership using social media. Thank you for your enthusiasm and loyal service!

The KU Alumni Association has official accounts on the following social networks:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)
- [Flickr](#)

### / **Facebook**

All official alumni networks and watch clubs have Facebook groups. A list of official Facebook groups is maintained on the [KUAA website](#).

### **General Guidelines**

- The Network Leader should have group notifications turned on to be notified about new posts, can answer questions, remove spam, etc.
- Cover photo should be provided by KUAA or should represent KU, KUAA or your network. Please don't alter KU logos or use outdated Jayhawks.

### **Events**

- Volunteers are encouraged to create Facebook events!
- Invite all members of the group to the event and include an event photo.
- If the event requires RSVPs or payment through KUAA include a link to the official event page and make it clear that Facebook RSVPs are not official.

- Include pictures and video when possible.
- Include links when possible.
- Links automatically include images - make sure the image is appropriate.
- Post in your network group but also share KU-related content on your personal page.



## Twitter & Instagram

Network volunteers and alumni are encouraged to use their personal Twitter and Instagram accounts to share KU and KU Alumni information. Volunteers should not create network-based Twitter or Instagram accounts.

Use #KUalumni on all KUAA related posts.



## LinkedIn

[Kansas Alumni](#) is the official group managed by KUAA. Group members are invited to post articles, events and networking opportunities within the group.

Sub-groups may be created within the main Kansas Alumni group. Contact [Debbi Johanning](#) if you are interested in creating a sub-group for your chapter area.



## Other social media sites

(Google+, YouTube, Flickr, Vimeo, blogs, email lists, etc)

Volunteers should not create network accounts on other social media sites. Alumni are encouraged to repost and share information from official KU and KUAA channels on their personal social media accounts.

For questions, please contact Debbi Johanning, director of digital media, at [djohanning@kualumni.org](mailto:djohanning@kualumni.org) or 785.864.1329.