**Social Media Chair Volunteer**

The role of the social media chair is to keep your network engaged and informed through your online presence. Each regional network has a Facebook page. If you have not yet joined yours, make sure you do! A couple of networks also have Instagram accounts.

Prior to an event:

* Share reminders about the upcoming event with registration page information
* A good rule of thumb is to share the content around the time when the emails go out from the Foundation
	+ Typically, there are 3 emails sent by the Foundation – the initial contact and two follow-ups. Be sure to make a last-call attempt to folks in your area.

After the event:

* Get the photos from the event photographer (if it is not you).
* Be sure to share the photos in the Facebook group/Instagram and tag @UConnAlumni. This allows our Foundation’s social media team to also share the photos.
	+ We want to make sure that people who attended the event have access to photos, but we also want people who couldn’t make it to the event to see what a great time was had!
* Note: please be sure to have approval from folks in the photo before sharing online

In our digital age, your network’s social media presence is key to interacting with each other, especially during downtime between events. **What you share must be related to UConn,** but doesn’t only need to be about events in your area. Share a great news story featuring a UConn alum or an interesting article about a new building or initiative on campus. We want everyone in the group to find value in the connections being made in the group. We don’t want to spam, but we want you to feel comfortable sharing!

Let’s support each other! Be sure to share and like when our fellow volunteers post, this way we can spread our network and create a presence on social media

For admitting new people to your page, don’t rush to review. If you know the person or invited then to the group, then approve. If you are unsure, please defer to your liaison for approval.