@’s and #’s

A Detailed Social Media Guide for Ohio State Alumni Clubs and Societies

Need help using social media to achieve your club or society’s goals? This detailed guide will help you understand the basics of optimizing your social media profiles and posting content to engage your audience and achieve your goals.
Social media profiles: providing relevant information to your audience

A social media profile is the main, central page for your club or society on a social media platform. On Twitter, users refer to their profiles as handles. On other social networks, including Facebook and Instagram, profiles can be referred to as usernames.

For example, the Cheerleading Alumni Society’s social media profiles can be found on Facebook at facebook.com/osucheeralumni and on Twitter at twitter.com/OSUCheerAlumni.

Your social media profile description contains the basic information about your club or society. This can include a name, location, a brief description and/or a relevant link.

Goal: Building membership by helping Buckeyes find your club or society

We suggest your social media profile contain three key items:

1. **An on-brand profile picture and imagery.** You can obtain images from your regional support specialist or regional engagement officer.

2. **A short description that includes relevant keywords.** Relevant keywords are words that a Buckeye might use in a search tool to find your club or society. For example, a Buckeye looking for Ohio State alumni in Orange County, California, might use words like “Ohio State,” “Orange County,” “Buckeye” or “OSU” to search for a club. We suggest your profile contain the words “Ohio State” and/or “Buckeye” and your group’s focus. For clubs, it’s important to spell out your location, such as city/state or country. Societies should highlight the college or unit represented by the society.

3. **A way for Buckeyes to learn more.** This can include a link to your website or contact information.
The DC Buckeyes’ Twitter profile uses an on-brand, approved profile picture, provides a description with relevant keywords (Ohio State, Washington, D.C.) and provides a link to the club’s website.

The DC Buckeyes’ Facebook profile uses an on-brand, approved profile picture, provides a description and overview with relevant keywords (Ohio State, Buckeyes, Washington, D.C., OSU) and provides a link to the club’s website and a relevant email address.
The DC Buckeyes Instagram profile uses an on-brand, approved profile picture, provides a description with relevant keywords (OSU, Ohio State, Washington, D.C., Bucks) and provides a link to the club’s website.
Social media content

What to post

Focus on posting three types of content: shareable, conversational and promotional. A good rule of thumb is to provide 80 percent shareable and conversational content and 20 percent promotional content.

Goal: Engaging current and future members and promoting your club on a broad scale

Shareable content includes text, photos, images or other media that is fun, entertaining or informational and that relates to your club or society. This could include:

• O-H-I-O photos with members
• Photos from events
• Scholarship and giving numbers
• Conversations around large, timely topics. Examples include #BuckeyeLove, used the month of February, #OSUgrad, used during commencements, Homecoming, football games and much more.
• Anything relating to Buckeye Nation or Scarlet and Gray pride

Conversational content includes interactions with fellow Buckeyes. This could include:

• Asking a question
• Responding to questions
• Sharing others’ content
• Participating in larger Ohio State conversations

Goals: Event attendance and fundraising for scholarships

Promotional content includes anything that promotes your club or society’s events, fundraisers or membership. This could include:

• Posts promoting game watches
• Posts promoting club or society events
• Posts asking for participation in fundraisers
• Reminders or information about membership
What not to post

Alumni groups should not post:

- **Photos and content you do not own:**
  - This includes photos, videos or other content found on the Internet or provided by other sources that you do not have rights to use. We suggest photos and other content be obtained from your regional engagement specialist. You are encouraged to post appropriately shared and attributed content.
  - Images of former Ohio State athletes: You are not permitted to use images of past players who have exhausted their Ohio State eligibility without permission from both the athlete and the Ohio State Licensing Office. This will ensure there are no conflicts with established relationships or contracts.

- **Photos that violate NCAA rules:**
  - If a bar or restaurant is using a student-athlete’s name, picture or likeness through social media to sell a product (e.g., clothing, movie tickets, etc.) or to promote a commercial business, either with or without the student-athlete’s knowledge or permission, please contact the Ohio State Compliance Office at 1-866-294-9350 as soon as possible. Student-athletes and the institution they attend are required to take steps to stop such activity in order to retain the student-athlete’s eligibility.

- **Excessive use of alcohol:**
  - Avoid making alcohol the primary focus of any post.

- **Unsportsmanlike content:**
  - Be respectful. Avoid posting disrespectful or intolerant text, images or content.
Providing engaging content

Providing engaging content that appeals to a global Buckeye audience will make it more likely for your club or society’s social media posts to be shared by main Ohio State accounts. Larger social media accounts, such as the Ohio State alumni accounts, university accounts and Athletics’ accounts, must post content that appeals to a wide, diverse audience. If your content has Buckeye spirit and broad appeal, it’s much more likely to be shared on larger accounts.

Goals: Getting your content shared on larger Ohio State social channels

Some examples of engaging content include O-H-I-O photos from your club’s location or your society’s event, posts announcing a large dollar amount raised for a scholarship or charity or other Buckeye-spirited content that both demonstrates Ohio State and represents your club or society.

Examples:

The Naples Buckeyes posted a fun, engaging photo of their boat, which was part of a Christmas Naples Boat Parade in December. This content was timely because it was posted during December and was part of a holiday-themed event. It was also relevant because it used Buckeye imagery.
On Twitter, the DC Buckeyes shared some of their philanthropic efforts. Both posts were timely, the first posted around Thanksgiving and the second posted before the Ohio State-Michigan game. They were also relevant because they show how Buckeyes are giving back across the country. Finally, both tweets use the #BuckeyesGive hashtag, the official Ohio State hashtag used to discuss all things relating to giving.

On Facebook, the Rocky Mountain Alumni Club posted an O-H-I-O photo taken outside Michigan’s stadium. This photo was highly engaging as well as relevant, as it was posted shortly after the 2015 game.
Every November on the Friday before the last home football game, the Cheerleading Alumni Society participates in Hyper Friday and travels around Columbus spreading Buckeye spirit. Members post live updates from their stops on both Facebook and Twitter. This content is highly engaging because it rallies behind Buckeye spirit and the final home game of the season. It’s also highly relevant because the society posts live updates at each of its stops.

On many Thursdays, the Nursing Alumni Society posts throwback photos on its Facebook page. This content is fun and engaging because society members enjoy seeing old photos of past Buckeye nursing students. This content is also relevant because the society is participating in the widely adopted social media trend of #ThrowbackThursday (or #TBT for short). The society also uses one of Ohio State’s branded hashtags, #ThrowbackOSU, in the post.
Using relevant usernames, handles and hashtags

Usernames

A username is a term used to describe an account’s name on social media. For example, the username for the Ohio State Alumni Club of Greater Washington, D.C., on Facebook, Twitter and Instagram is “osudc.” The club can therefore be found at: Facebook.com/osudc, Twitter.com/osudc and Instagram.com/osudc.

Handles

A handle is a term used to describe someone’s username on Twitter. For example, the official Twitter handle for Ohio State alumni is @OhioStateAlumni.

Hashtags

Goals: Participating in larger Ohio State conversations and helping other Buckeye accounts find your organization and posts

A hashtag is used when typing the “#” symbol followed by a word or phrase. On social media, hashtags are used to identify a topic of conversation. While hashtags can be used on many different social networks, they are primarily used on Twitter and Instagram.

Using relevant hashtags in your social media posts will help main Ohio State accounts find and share your content. Some common Ohio State hashtags include:

- #BuckeyeForLife – the official hashtag for all things Ohio State alumni
- #BuckeyesGive – the official hashtag used when referring to giving, volunteering or paying forward in some way
- #OSUgrad – the official hashtag for conversations surrounding commencement
- #OSUnews – used for sharing all things relating to Ohio State or alumni news. When @OhioState tweets or retweets a tag with #OSUnews, it will appear on osu.edu, under the News & Events section.
• #OSUevents – used for sharing any Ohio State or alumni-related event. Tag a post with #OSUevents, and @OhioState will consider retweeting in the News & Events section on the homepage.
• #GoBucks – used for Buckeye spirit

You can find a full list of Ohio State hashtags at ucom.osu.edu/resources/social-media.

The NYC Buckeyes used #BuckeyeForLife on Twitter to promote an event before the Rutgers football game.

The DC Buckeyes used #BuckeyesGive on Twitter to promote a philanthropic club event.
Mentioning and tagging accounts

Goals: Reaching a larger audience to further promote your club or society

Facebook

When you use another page’s username in a Facebook post, it’s referred to as mentioning, or tagging, the page. To do this, first type the “@” symbol then the page’s name. A dropdown menu will appear, and you can select the appropriate page from there. For example, to tag the Ohio State alumni page, you would first type the “@” symbol then “Ohio State alumni”; a dropdown menu should appear, allowing you to select the page. For more information on mentioning a page, visit facebook.com.

The DC Buckeyes mentioned their event venue, Rock Bottom Brewery, on Facebook. This content was very timely, as it was posted during Brutus’ 50th birthday celebration.
Twitter

When you use another account’s Twitter name in a Twitter post, it’s referred to as using that account’s handle. It’s also referred to as tagging. To do this, first type the “@” symbol then the account’s handle. From there, either select the appropriate handle from the dropdown menu or type the complete handle name.

Twitter users mention, or tag, other accounts in many ways. You can mention another user in a sentence:

Join the @OhioStateAlumni Club of Orange County at our next game watch, this Saturday, 9 a.m.

Or, mention another user to draw attention:

We’re hosting our next game watch at Dave and Busters at 20 City BLVD. CC @OhioStateALumni

On Twitter, the DC Buckeyes use Twitter handles of local bars to promote their game watch locations.

When you mention another account at the beginning of a tweet, leading a sentence with the “@” symbol, it’s referred to as a reply. A reply is made to another account’s tweet. A mention is made when the “@” symbol, along with the Twitter handle, appears within the body of the tweet. For more information, visit support.twitter.com.

The Ohio State Alumni Twitter account used @EmyleeNoel at the beginning of a tweet to congratulate an Ohio State graduate.
Instagram

When you use another account’s Instagram name in an Instagram post, it’s referred to as mentioning, or tagging, the account. To do this, first type the “@” symbol then the account’s handle. From there, either select the appropriate handle from the dropdown menu or type the complete handle name. Similarly, you can tag another Instagram account in a posted photo. To do this, tap on “Tag People” in the share screen, then enter the username of the account you would like to tag.

Similar to Twitter, you can reply to other users on Instagram by typing the “@” symbol then the user’s username. On Instagram, this is more commonly done in the comments section of individual posts. For more information, visit help.instagram.com.

The Ohio State Instagram account gives photo credit by mentioning a user’s account in the post’s text.
Questions?

For additional assistance, comments or questions, contact:

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