Digital Best Practices
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Club and society social media!

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Social Media Manager, Ohio State University Alumni Association
Overall guidance

Don’t forget to tag OSUAA and use #BuckeyeForLife

We LOVE amplifying and reposting your content, and while we try to scroll often, we are guaranteed to see things you tag us in.

CONNECT WITH BUCKEYES

Show the world why the Buckeye Family is the best and create a community of Buckeyes wherever you are! Be the I-O to someone’s O-H!

PHOTOS, PHOTOS, PHOTOS!

Game watches, volunteering, etc. – take photos at ALLLL the things and be sure to share them. Facebook lets you post 1,000 photos to one album

SHARE RESOURCES

Share local resources/events along with events/resources from OSUAA; you can find all of this on the OSUAA website!
## Facebook v. Instagram v. X (Twitter)

### Facebook

By far OSUAA’s most engaged community

Content ideas
- Family/children-oriented
- Game watch locations and photos from the actual event
- Resources
- Throwbacks/Nostalgia

We aim for 3-5 posts per week, usually no more than one per day

### Instagram

Visual platform

Content Ideas
- Game watch locations and photos from the actual watch party
- Throwbacks/Nostalgia
- Contests/Giveaways!

We aim for 4-5 posts per week, no more than one a day (stories don’t count towards this number)

### X (Twitter)

Changing weekly because of ownership

Content Ideas
- Game watch invitations
- Resources
- Live-tweeting of Buckeye sports
- Sharing timely news/updates

We aim for 4-5 posts per week, can post more than once a day especially if it’s just reshares
Creating a new account

- Figure out the "why" and a very basic content strategy
  - You do not need to be on every single platform
  - Set realistic expectations
- Talk to your REO so the link goes in TAS
  - And be sure to follow the OSUAA accounts
- Other considerations
  - Profile photo: use the logo from your branded toolkit
  - Who will have password access
Excellent content examples!

Throwback/Nostalgia

Game Watch Invites

Game Watch Pics
Excellent content examples (pt. 2)

Volunteering

Resources/Repost

Updates/Newsletters
What not to do

We understand that you are all volunteers, so we do not have sky-high expectations. Here are some general things to avoid

NEGATIVITY

Keep any posts about Buckeye athletics and our competitors positive. Trash talk is allowed but remember that all of these athletes are young students.

LOW QUALITY PHOTOS

Take lots of photos at events so you have plenty to choose from and only post the best quality. Don’t forget to wipe off your camera to avoid blurry pics!

TOO MANY COOKS

Limit who has access to your accounts, many hands can make light work but sometimes it goes too far.
Make sure you follow us!

**FACEBOOK**
The Ohio State University Alumni Association

**INSTAGRAM**
@theohiostatealumni
@buckeyemolly

**TWITTER/X**
@OhioStateAlumni
@BuckeyeMolly
Getting the most out of your emails and web pages

Lakin Miehls
Assistant Director, Alumni Advancement Communications
Workfront deadlines

Thank you for your patience as we’ve tried our best to meet these deadlines over the past few months!

- **Web**: Up to 3 business days
- **Email**: 2 weeks
- **Print**: 6 weeks
Workfront best practices

• Word documents and JPG files are preferred
• Let us do the design work
• Earlier is (almost) always better
  • If you have all of your details, you can submit your requests at any time, but noting a desired send date is helpful
  • Save the dates are great to utilize at any stage of the planning process
  • If it’s not a save the date and you are missing a lot of key details, it’s best to wait to submit your request
Packaging emails for success

- Keep it short and sweet
- Have a call to action
- Look for opportunities to combine your content
Why should we utilize newsletters?

• For benchmarking, the average clickthrough rate for ALL university emails is 1.9%
• The average clickthrough rate for ALL club/society emails is 2.1%
• The average clickthrough rate for club/society e-newsletters and events digest is 5.0%

Reminder: Clicks and clickthrough rate are the strongest indicator of engagement. Open rates are slightly inflated due to an industry email privacy policy that sometimes triggers false opens.
Web traffic tells us what club/society audiences care about most

- Game watches
- Events
- Membership information
- Scholarship support

93% of all pageviews on club/society websites in FY22 and FY23 can be categorized under these four themes
Getting value out of your club or society’s website

- Pages that don’t receive much traffic are often the most work for you to compile
- The transition to our new website platform is a great opportunity to evaluate and streamline your content
Reimagined web presence for alumni clubs and societies

Aaron Green
Manager, Alumni Digital Strategy
Current WordPress ecosystem is outdated

- Launched in 2015
- Doesn’t meet present-day accessibility guidelines
- Visually and functionally inconsistent with other web properties
- Security risks
Majority of university web properties are now in Drupal CMS

- Aligns best with Buckeye UX (BUX)
- Meets current accessibility standards
- More secure
- Drupal versions of Alumni site (osu.edu/alumni) and Giving site (osu.edu/giving) are scheduled to launch this winter
A reimagined state

We will use Drupal CMS to create a simplified web experience that highlights audience interests and will increase efficiency and efficacy for all club/society stakeholders

Simple
Direct calls to action
Clean presentation

Consistent
Uniform elements
Streamlined for accessibility

Nested
Housed within alumni website
Central events feed
Inspiration

Potential reimagined web presence for Alumni Club of San Diego
Benefits of nesting club/society web spaces within OSUAA site

- **Increased exposure**
  - osu.edu/alumni sees more than 3x traffic compared to all club/society sites combined
  - Club/society items can be displayed in central event aggregator/calendar

- **Access to more opportunities**
  - Club/society audiences gain easy access to breadth of experiences and resources beyond those that are regionally- or interest-based (ex. professional development, university-sponsored events and activities)
Benefits of simpler and more consistent club/society web spaces

• **Streamlined for audiences**
  - Single subpage serves as portal to most meaningful items
  - No messy dropdowns or overcomplicated menu navigation

• **Easier for volunteers to manage**
  - No longer need to worry about content for an entire site
  - Focus on elements that matter most
Our path forward

- Goal is to begin migration out of WordPress and implement new ecosystem this summer
- Our team will continue to support content uploads/edits/updates
- Will work with each group and their OSUAA staff liaison to migrate content and refresh as needed
Thank you!