

DISCOVER YOUR PATH

STUDENT

INVOLVEMENT



TODAY'S WOKSHOP

AGENDA

1. SOCIAL MEDIA
2. BEST PRACTICES
3. CAMPUS RESOURCES



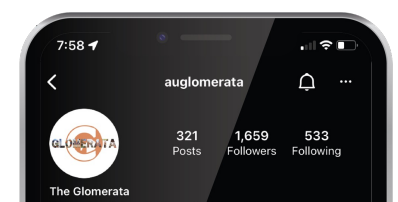
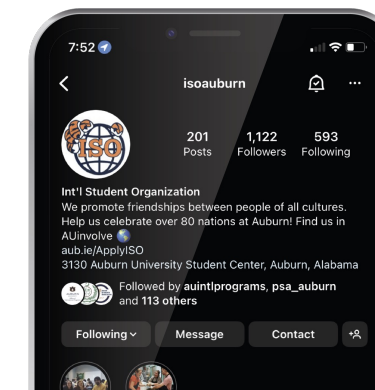
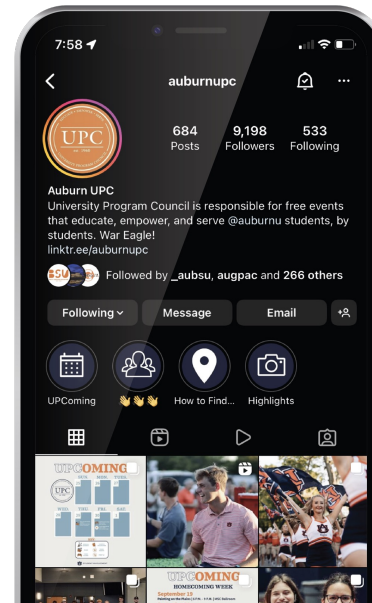
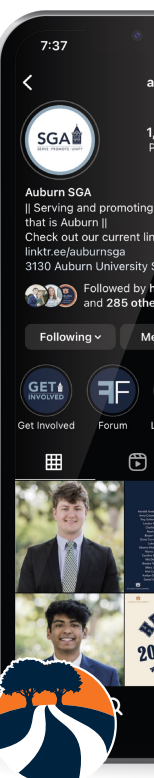
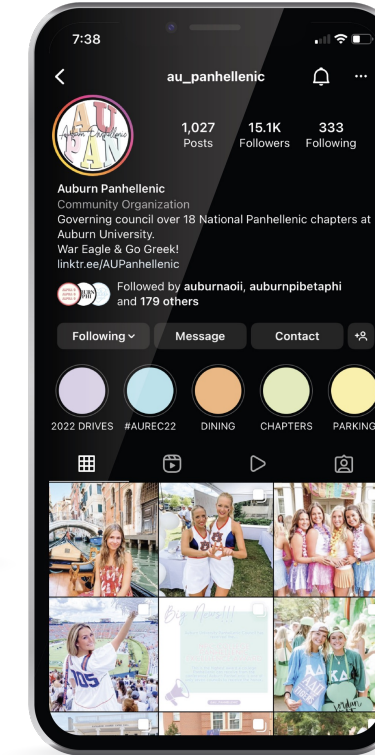
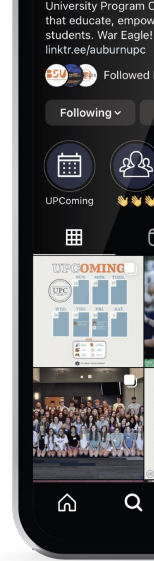
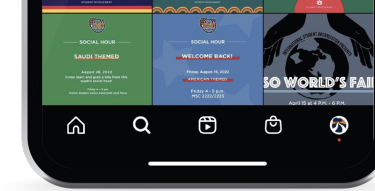
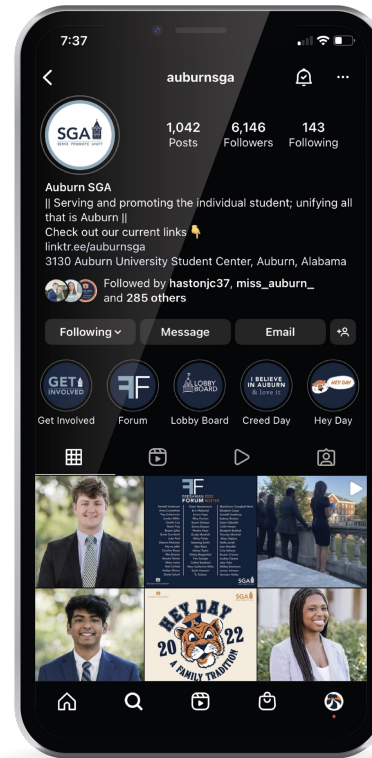
SOCIAL MEDIA

- **Uniform handles**
- **Profile pictures & cover photos**
- **Profile bios**
- **LINKTR.EE for links**
- **Captions**



HANDLES

- All usernames should be uniform
- Include “AU” or “AUBURN”
- Logo for profile image



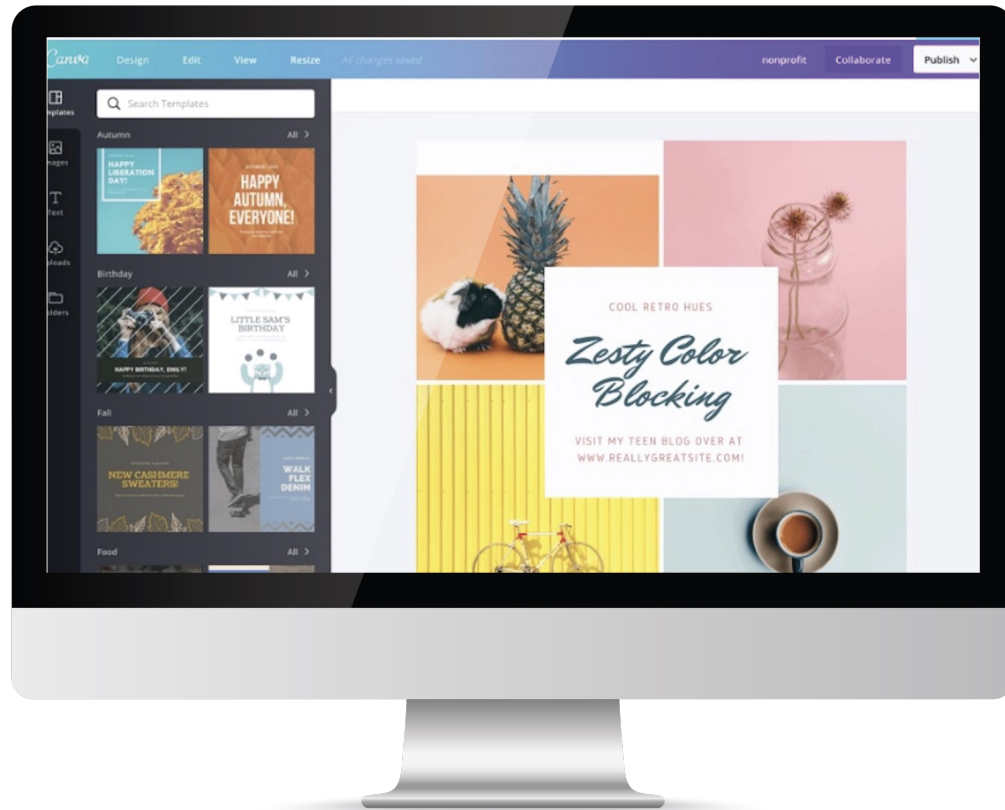
PROFILE



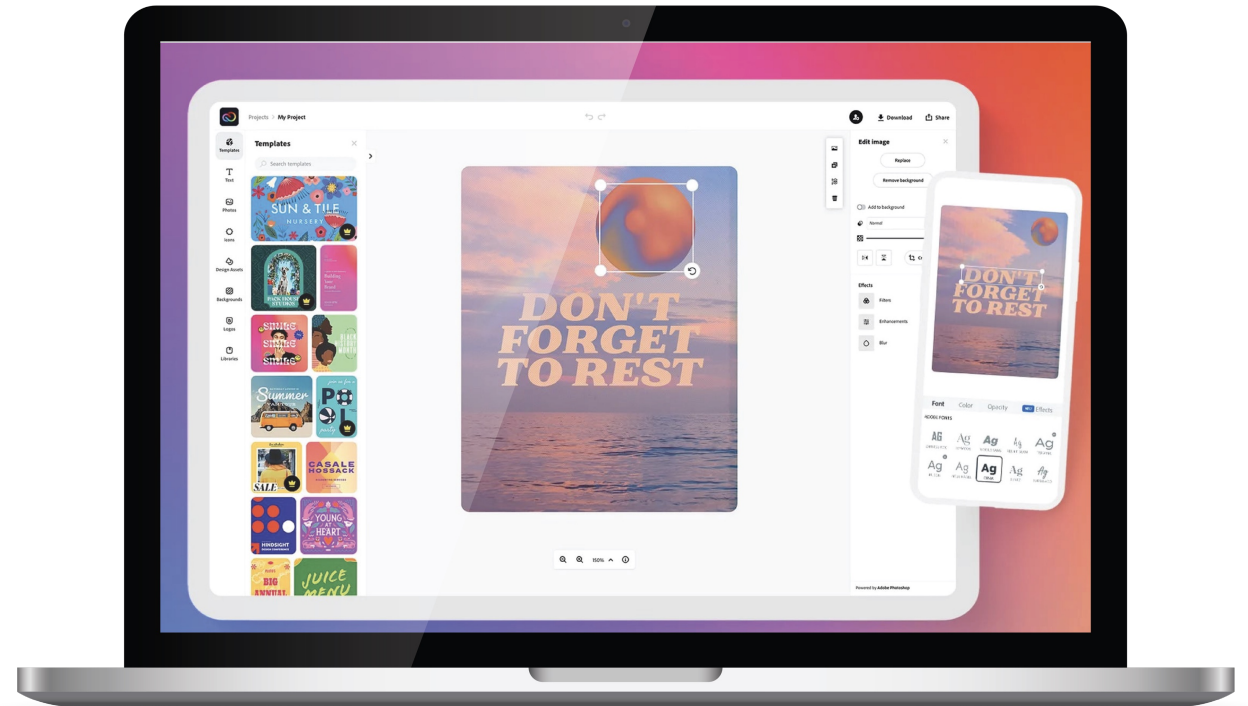
- Consistency matters
- Lets the user know they found the correct account
- Professional



CANVA



ADOBE EXPRESS



ALL ABOUT BIOS



INSTAGRAM

- **One sentence bio**
- **Searchable hashtags & location**
- **LINKTR.EE**



FACEBOOK

- **Story & About Section**
- **Not hashtag friendly**



TIKTOK

- **One sentence bio**
- **LINKTR.EE**



TWITTER

- **One sentence bio**
- **Hashtag friendly**
- **LINKTR.EE**



STUDENT INVOLVEMENT

CAPTIONS



- **Caption Length: 2200 characters**
- **Hashtags: Up to 30 per post**



- **Caption Length: 2200 characters**
- **Hashtags: Up to 30 per post**



- **Caption Length: 280 characters**
- **Hashtags: One hashtag**



CLICKABLE LINKS

LINK IN BIO





BEST PRACTICES:

WHEN TO POST

PLAN AHEAD

- **WORK BACKWARDS**
 - 1 month
 - 1 week
 - 1 day
- **APPS & ORGANIZATION**
 - Google Sheet
 - Scheduling Apps

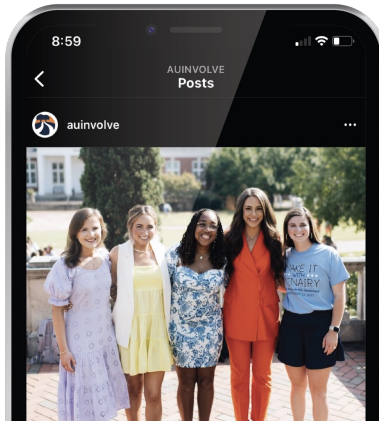
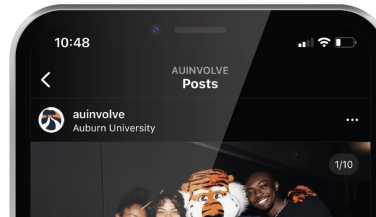
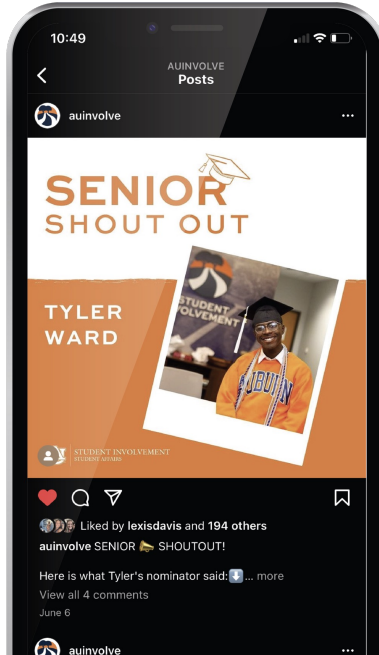
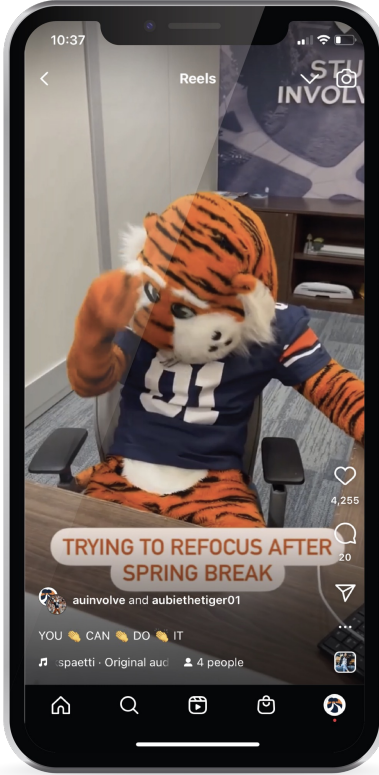
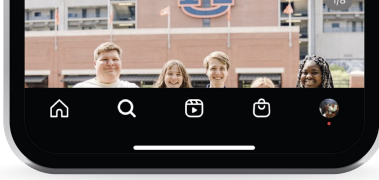
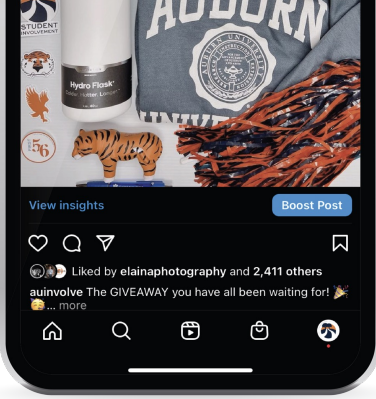


CONTENT CALENDAR

	Date	Day of the Week	Time	Collaboration	Where	Caption
297	8/1	Monday				AUGUST teaser 1 (also share UPC's post when they post) Involvement 101 series 9, FAQ
298	8/2					"Involvement is for GRADUATE STUDENTS too!" Yes, you read that right, if you're in grad school, there are still many opportunities for you to get involved and connected. You can join any of the 550+ organizations, but you can ALSO join specific organizations just for grad students! :)
299	8/3	Tuesday				Check out all your options on AUInvolve!
300	8/3	Wednesday	stories			Why get involved reel? (using the same video of Kelsey for the highlight) share "register your orgs" to stories Jumping reel
301	8/4	Thursday				"We can't wait for the semester to start"
302	8/5	Friday				
303	8/6	Saturday				
304	8/7	Sunday	post			Get Involved This Week // August 8 - August 13 teaser 2 (also share UPC's post when they post)
305	8/8	Monday		day 1 of 1st 56		"day 1 of 1st 56. It all kicks off a week from today" in the caption
306	8/9	Tuesday	stories			resharing events to stories
307	8/10	Wednesday	stories	highlight category		Meet AUInvolve Highlight category series (all of them)
308	8/11	Thursday	stories			Who is involved AUInvolved Highlight category series (all of them) generic convocation graphic
309	8/12	Friday	post	am		"expected attendance for freshmen and transfer students"
310	8/13	Saturday				
311	8/14	Sunday	post			Get Involved This Week // August 14 - August 20
312						Giveaway drawing
313	8/15					Boomerang hand going into basket to draw "name" (ambassador holding basket with movement)

- Google Sheets
- AirTable
- HootSuite
- Planoly
- Excel





WHAT TO POST

SWITCH IT UP

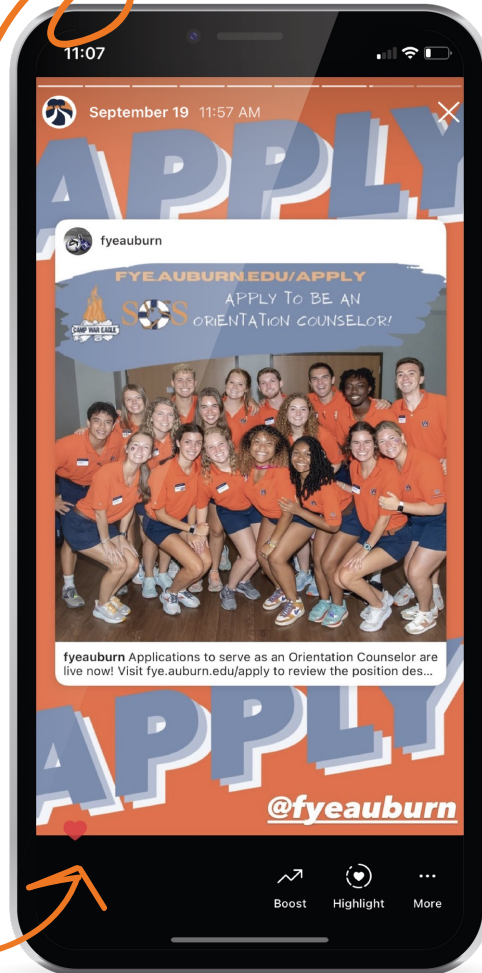
- People
- Graphics
- Upcoming Events
- Videos/Reels
- Event Recaps
- Giveaways



STORIES

MAKE IT PERSONAL

SUMMARY
TEXT

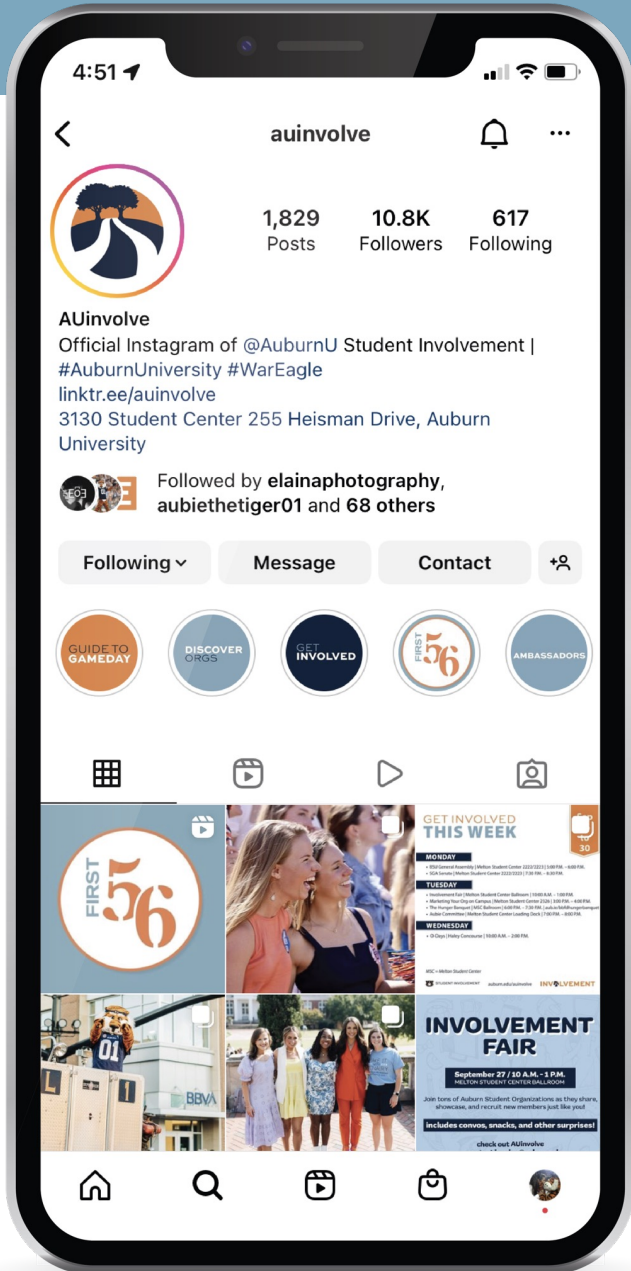


ADDED
ELEMENTS

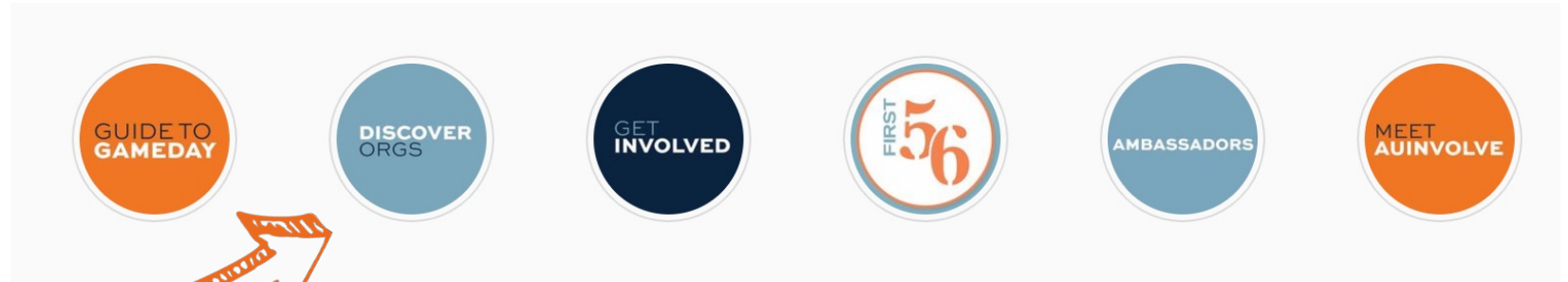
- **Creating Content**

- Pictures
- Videos
- IN-APP ADD ONS
 - Question box
 - Polls
 - Quiz
 - Sliders
 - Stickers
 - Etc.





HIGHLIGHT CATEGORIES



- **Easy to Reference**
- **Important Information**
- **Line up with an event or website**



GAINING FOLLOWERS

- **Members**
 - Reminders at Meetings
 - Attendance at a meeting
- **Potential Members**
 - O-Days
 - Events
- **Organizations**
 - Follow Auburn organization accounts and engage with their accounts/ask them to follow back

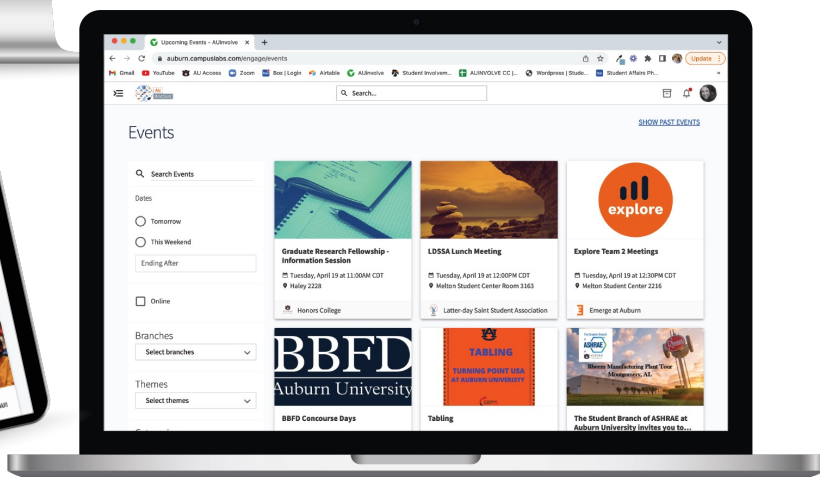
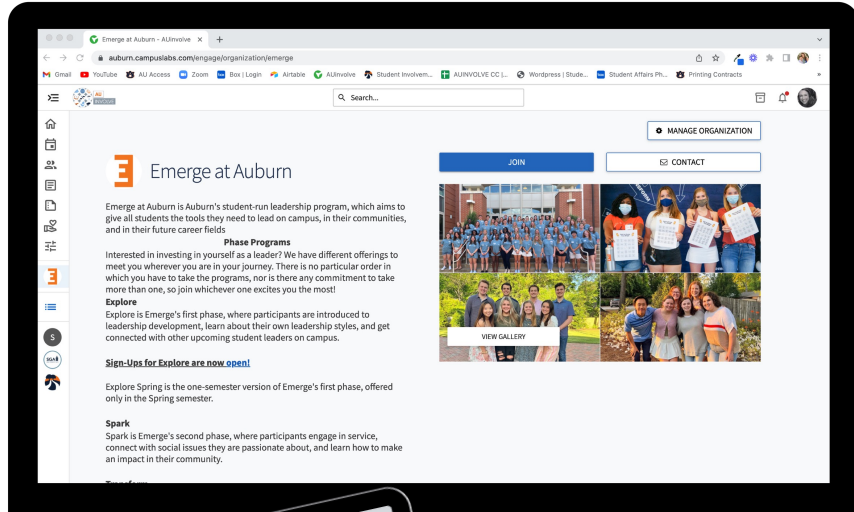




CAMPUS RESOURCES

HOW TO PROMOTE AT AUBURN FOR FREE

AU INVOLVE

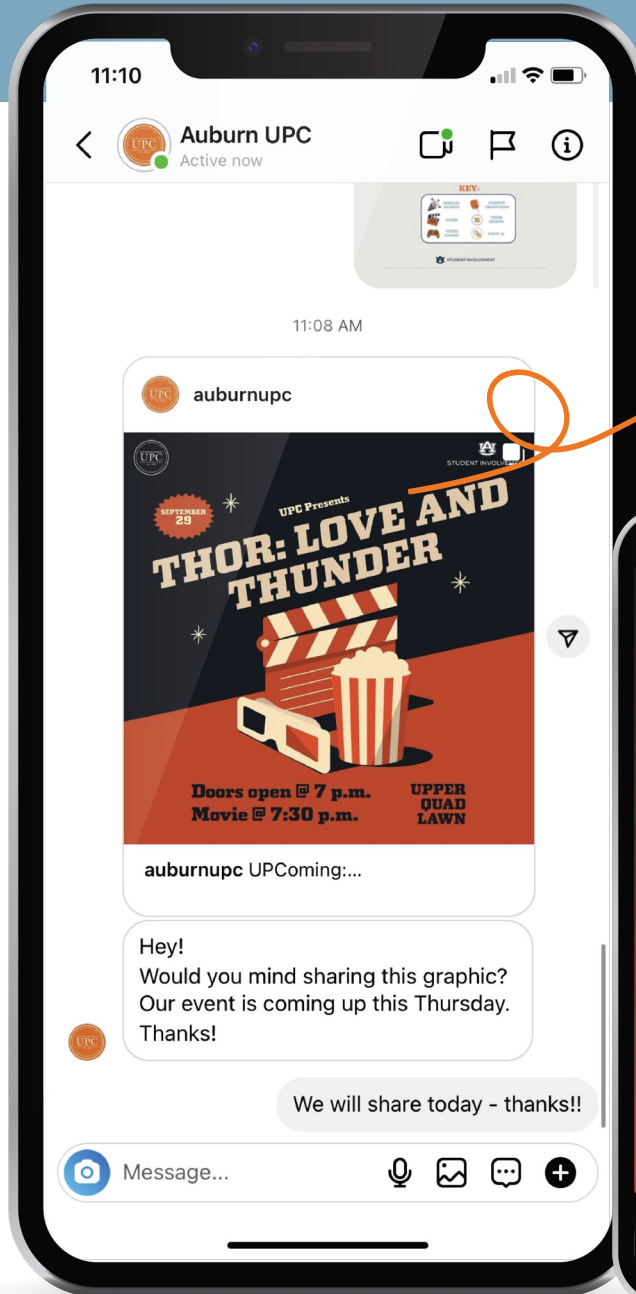


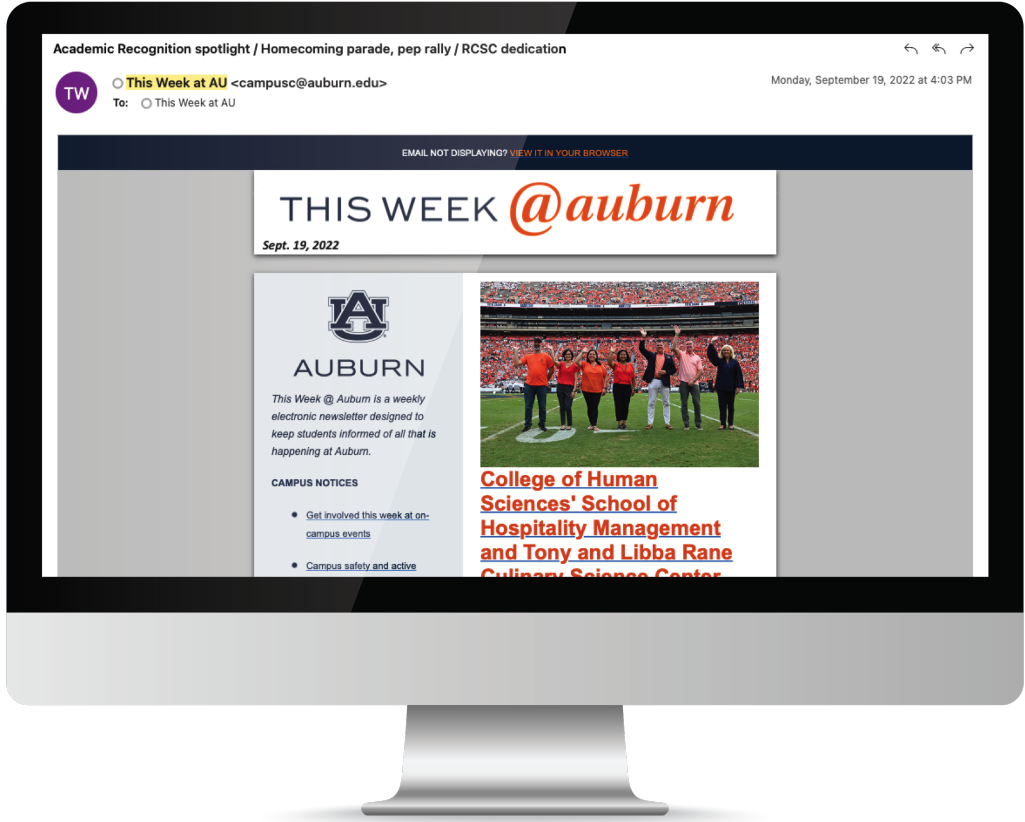
- **Events**
- **Organization Information**
- **2.5 Million pageviews**
- **80% view Events**



SUBMIT TO @AUINVOLVE

- DM @AUINVOLVE
- TAG @AUINVOLVE
- MONDAY – FRIDAY
8:00 A.M. – 5:00 P.M.





< THIS WEEK @ AU



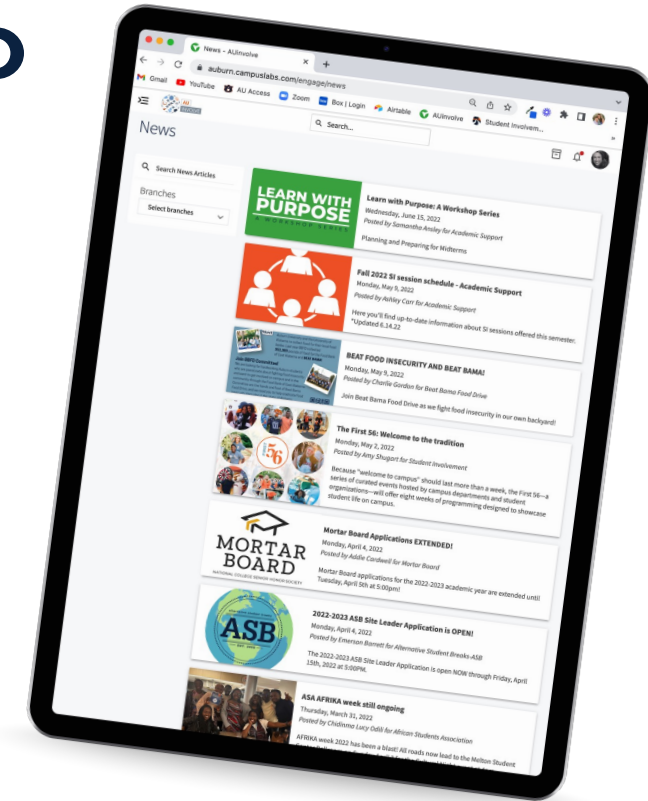
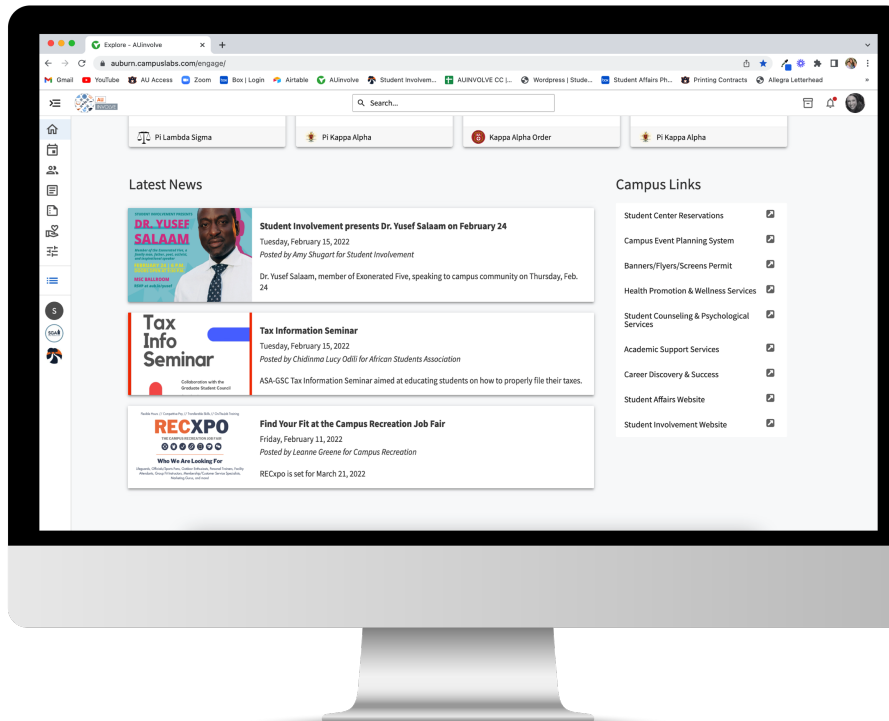
AUBURN NEWS >



NEWS ARTICLES

UNDERRATED HERO

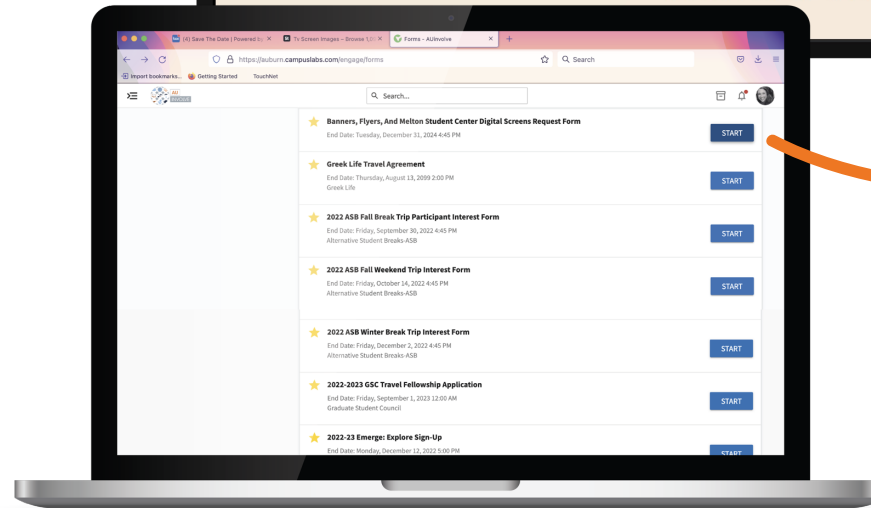
- Prime Location
- Detailed Information



27,334
pageviews

DIGITAL SCREENS & FLYERS

- **MELTON STUDENT CENTER FORM ON AUINVOLVE**
- **RESIDENCE HALL SCREENS EMAIL HOUSING@AUBURN.EDU**



SIZING:
MSC:1920 X 1090 PX

RES: 940 X 940 PX



STUDENT INVOLVEMENT



CAMPUS RESOURCES

PAID OPPORTUNITIES ON CAMPUS

SIGNAGE

PROFESSIONALLY PRINTED

- **A-FRAMES**
- **YARD SIGNS**
- **CONCOURSE BANNERS**



TRADEMARK

AND LICENSING

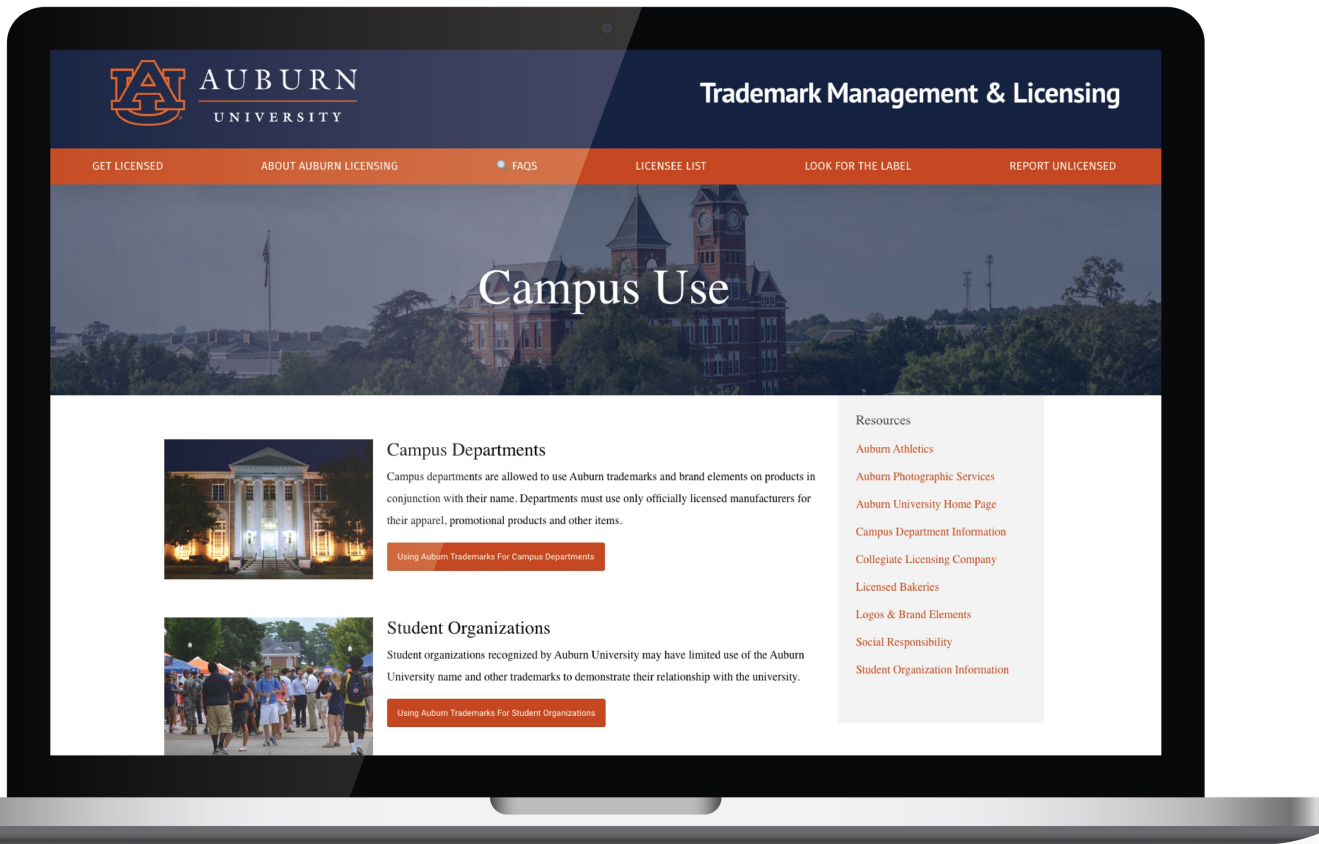
- **Website:**
 - Aub.ie/tm
- **Email:**
 - licensing@auburn.edu
- **Social**
 - [@auloveitshowit](https://www.instagram.com/auloveitshowit)



CAMPUS ORGANIZATIONS

Each category of student organization has a specific set of logo use guidelines

- RSO
- SSO
- Club Sports



RSO



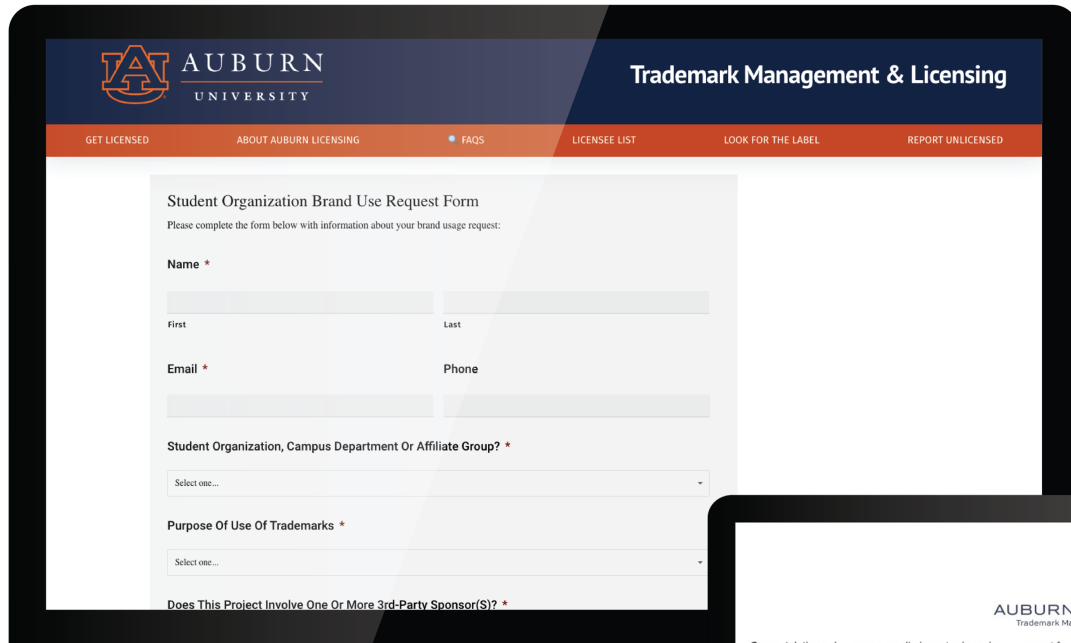
SSO



SPORTS

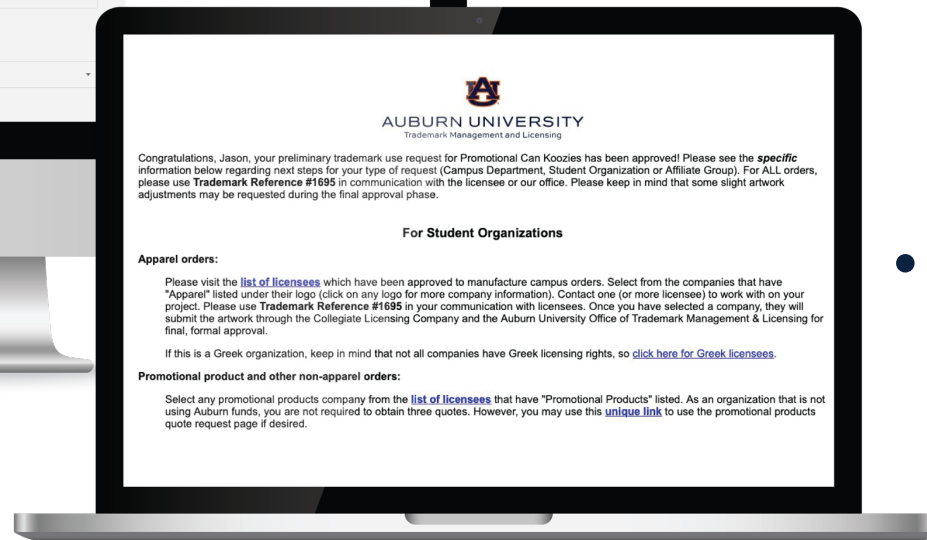


BRAND USE REQUEST FORM



The screenshot shows the Auburn University Trademark Management & Licensing website. The header includes the Auburn University logo and the text "AUBURN UNIVERSITY" and "Trademark Management & Licensing". A navigation bar contains links: GET LICENSED, ABOUT AUBURN LICENSING, FAQs, LICENSEE LIST, LOOK FOR THE LABEL, and REPORT UNLICENSED. The main content area is titled "Student Organization Brand Use Request Form" and includes the instruction "Please complete the form below with information about your brand usage request:". The form fields are: Name * (with sub-fields for First and Last), Email * (with sub-field for Phone), Student Organization, Campus Department Or Affiliate Group? * (with a dropdown menu), Purpose Of Use Of Trademarks * (with a dropdown menu), and Does This Project Involve One Or More 3rd-Party Sponsor(S)? *.

- If you want to use trademarked logos or images, you must get approval.



The screenshot shows the Auburn University Trademark Management & Licensing website displaying an approval message. The header includes the Auburn University logo and the text "AUBURN UNIVERSITY" and "Trademark Management and Licensing". The main content area is titled "For Student Organizations" and includes the following text: "Congratulations, Jason, your preliminary trademark use request for Promotional Can Koozies has been approved! Please see the *specific* information below regarding next steps for your type of request (Campus Department, Student Organization or Affiliate Group). For ALL orders, please use **Trademark Reference #1695** in communication with the licensee or our office. Please keep in mind that some slight artwork adjustments may be requested during the final approval phase." Below this, there are two sections: "Apparel orders:" and "Promotional product and other non-apparel orders:". The "Apparel orders:" section includes instructions to visit the [list of licensees](#) and contact one or more licensees. The "Promotional product and other non-apparel orders:" section includes instructions to select any promotional products company from the [list of licensees](#) that have "Promotional Products" listed.

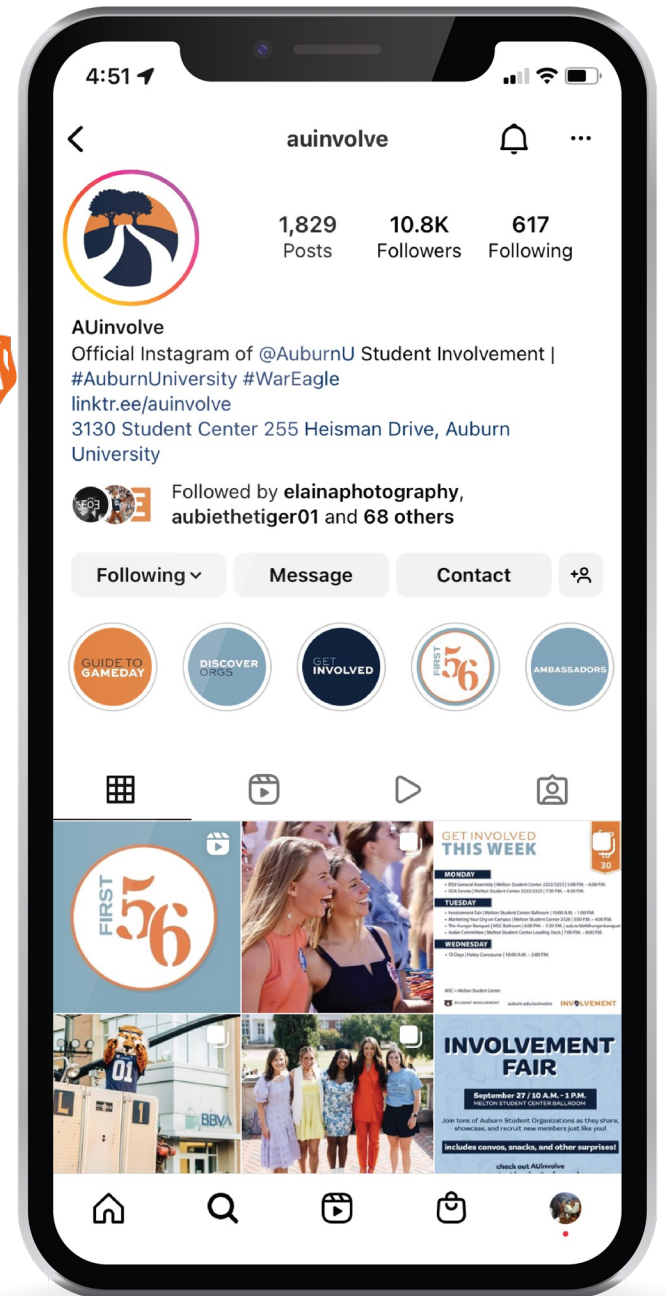
- Once approved, TM will help with next steps.





FOLLOW @AUINVOLVE

FOR IDEAS, INSIGHT + MORE!



LET'S CONNECT



Amy Shugart

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(334) 844 - 3278



Student Involvement

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(334) 844 - 4788



STUDENT INVOLVEMENT

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