



Using Social Media to Increase Engagement: Expert advice from Owls to Owls

Why we're doing this

1. To raise awareness about the Temple University Alumni Association
1. To encourage peer to peer communication with TU alumni on social media channels
1. To inspire you to become Social Owls
1. To help you build confidence in the effort of becoming Temple University's social ambassadors



What does the Temple Alumni Association do?

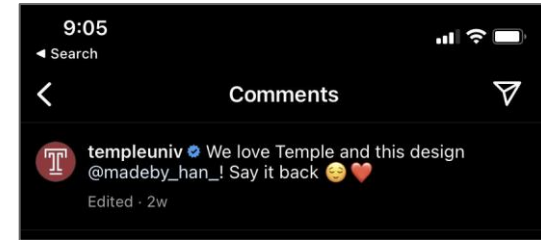
We are a network of supportive volunteers committed to Temple University's mission of learning through a variety of creative and innovative efforts.

1. Expand your professional network: Join the Owl Network to connect with alumni and students around the world
2. Volunteer opportunities: Get involved to help leave a mark on Temple and its surrounding communities.
3. Annual giving: Support financial initiatives such as Temple Toast
4. Regional chapters: Stay connected to the TU community no matter where you up
5. Student Alumni Association: Student ambassadors working with alumni



The challenge

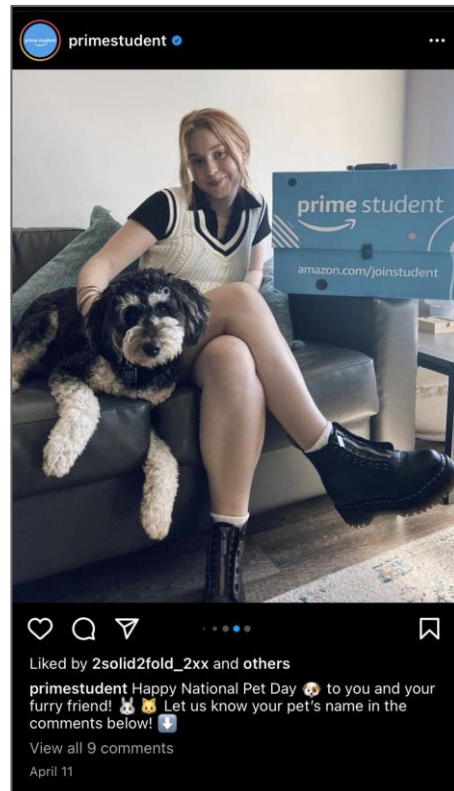
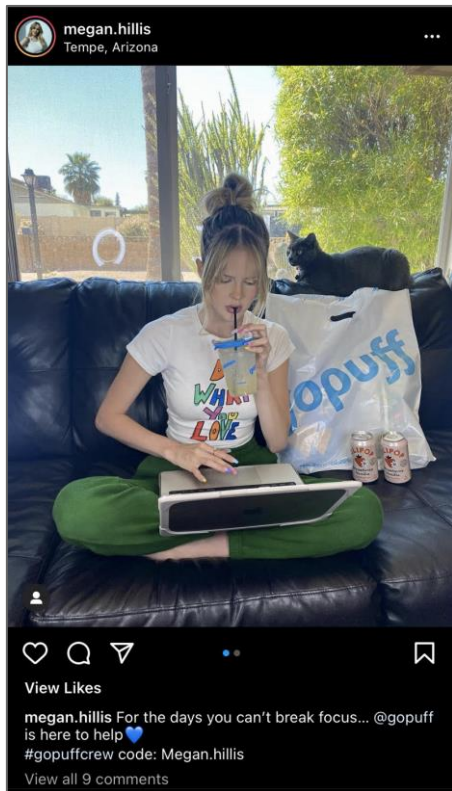
- Using your social influence to impact the Temple community.



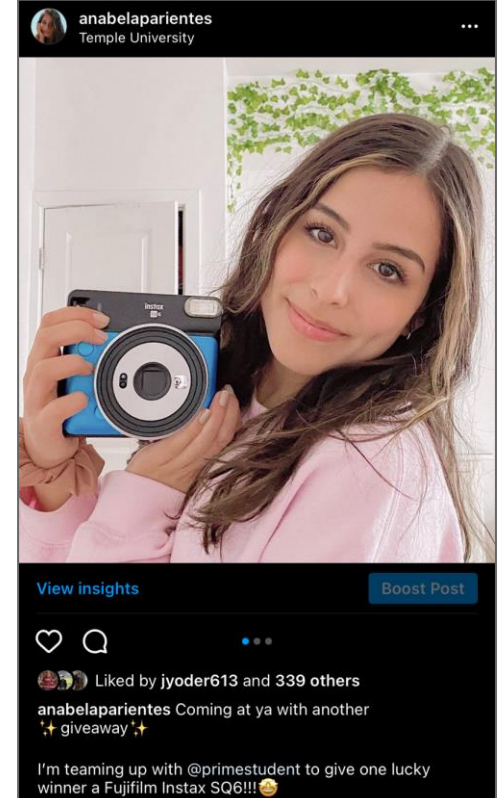
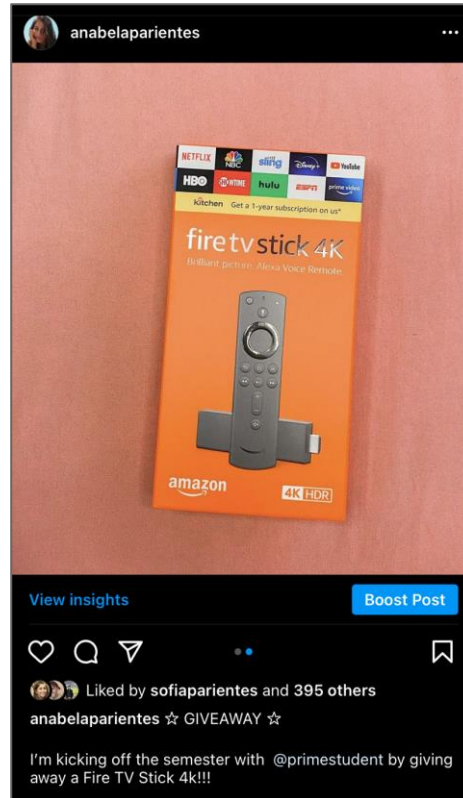
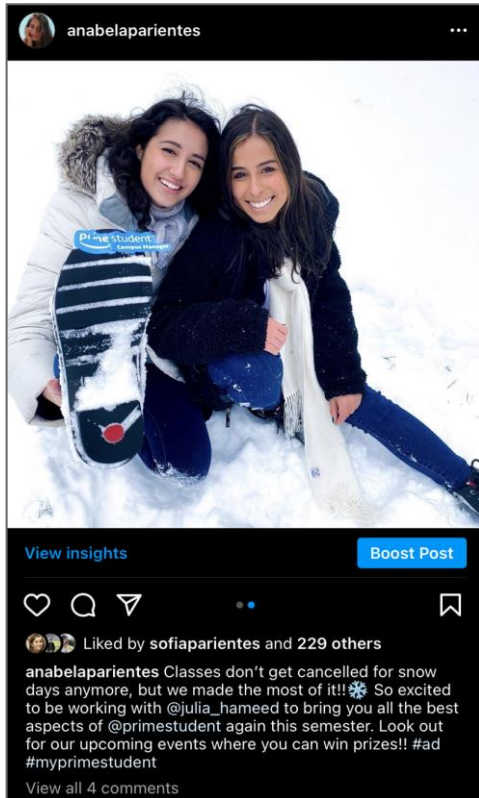
Who else does this?

- Gopuff
- Amazon Prime
- NYU

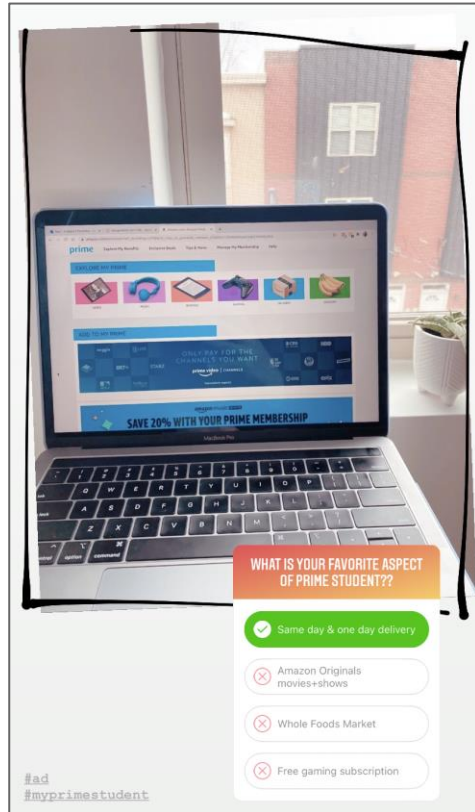
Join the community!



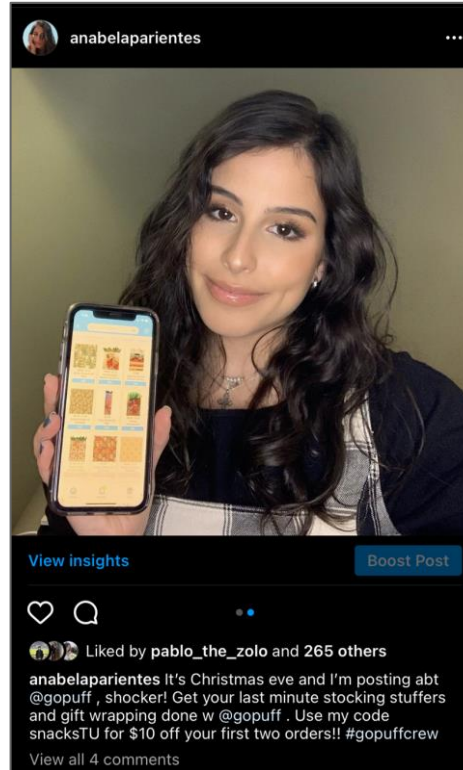
Personal experience



Personal experience



Personal experience



Personal experience

Who would you pass the AUX to?

 Only listens to alternative. Will likely play Hozier on repeat.	 Likely to turn the room into a rock concert. AC/DC and Led Zeppelin blasting.	 Only listens to the clean version of songs. Kids Bop will be the only music played.
 Boy Bands all night long. Still waiting for a One Direction reunion.	 Waterloo! Get ready for the Mama Mia soundtrack on repeat.	 Sad Songs Only. Maybe your getting over a break-up too.
 Classical Icons Misting. Let's hope you enjoy Bach, Mozart, & Beethoven.	 Loves a cheesy love song. Who doesn't want to live a rom-com.	 Will go SICKO MODE. A sure "no" if you hate rap music.

Be honest... did you go through a 1D phase?

YES 61% NO 39%

goPuff

@gopuff
#gopuffcrew

goPuff Product Bingo

Cleaning Supplies	Sparkling Water	Flamin' Hot Cheetos 
Dunkaroos	Diet Coke 	Kombucha
Skittles	Cold Brew Coffee 	Toilet Paper

How many of these products have you ordered on goPuff?

Type something...

@GOPUFF
#GOPUFFCREW

goPuff

Social Owls

**Amanda Collett** (She/Her) • 3rd+
Nonprofit leader, strategist, and fundraiser
21h • 🌐

Today is a great day to Toast our TU Engineers! Click below to support our Temple Toast Day of Giving.

#templemade #templetoast #TUEngineers

**Temple University College of Engineering**
2,088 followers
1d • 🌐

+ Follow

What can a gift to Temple University do? Support [#TempleToast](#) and ensure that TU's future is as bright as cherry and white! <https://lnkd.in/egi5GU2>

<https://lnkd.in/edg9XMpk>



Temple Toast 2022

giving.temple.edu

**Tomas Varela, MPH** • 3rd+
Diversity, Equity & Inclusion Advocate | Millennial Engagement Specials...
1d • 🌐

#TempleMade Friends

There is just 1 day until [#TempleToast](#)! Last year, our annual celebration inspired Owls to donate over \$450,000 in support of the Temple community. The message is clear: Temple pride runs deep! Visit giving.temple.edu/ttowlis to kick off our 2022 event!



Social Owls



Megan McGrath @meg_mcgrath · Jul 22, 2016

Me, every time @tamronhall gives @TempleUniv a shout-out. #TempleMade #owlsareeverywhere



22

59



Paul W Palmer is with Zamani Feelings.

November 7, 2021 · 🌐

👀 ME, & (@TempleOwls_AD) Temple Univ. Vice President & Director of Athletics, Dr. Arthur Johnson! 🍒 🍌 #CherryOn #TempleMade #TempleProud #TempleTuff #OwlsAreEverywhere 📺



189

13 Comments

Social Toaster

Mission One: Share Photos and Recruit Owls!

SHOW US YOUR TEMPLE PRIDE!

Earn 100 Owl Points by tagging your Instagram and Twitter pics with any of the following hashtags

Your Instagram caption must include: @templealumni

Your Twitter Tweet must include: @TempleAlumni

Required hashtags (use all): #templepride

Your Instagram account must be viewable to the public for your entries to qualify.

Limit one per day.

Connect with:



< See all pics >

SHARE A PICTURE

Select a picture from the slider below and share it to your social networks. Don't forget to come back everyday to share.



View Larger



View Larger



View Larger



View Larger



View Larger

RECRUIT A FRIEND!

EARN 500 OWL POINTS BY SHARING THIS LINK & RECRUITING YOUR FRIENDS:

<http://soe.ag/jyWRm>

OR

Click the social icon below to share your unique link.



EARN POINTS

RECRUIT A FRIEND TO JOIN SOCIAL OWLS	500 Owl Points
TAKE THE "WHICH RICHIE'S MENU ITEM ARE YOU?" QUIZ	Up To 100 Owl Points
SIGN UP FOR SOCIAL OWLS	100 Owl Points
PIC CHALLENGE - TEMPLE PRIDE	100 Owl Points
VISIT TEMPLE PROFESSIONAL NETWORK	50 Owl Points
VISIT ALUMNI REGIONAL CHAPTERS	50 Owl Points
VISIT OWL NETWORK	50 Owl Points

More >



YOU COULD WIN MONTHLY PRIZES

Mission Five: Visit Our Sites!

TEMPLE PROFESSIONAL NETWORK



Visit Temple Professional Network for 50 Owl Points

REGIONAL CHAPTERS



Visit Alumni Regional Chapters for 50 Owl Points

ALUMNI EVENTS



Thanks for visiting Alumni Events Calendar

TEMPLE ALUMNI ASSOCIATION



Thanks for visiting Alumni

Engaging with TU through Social Toaster

- Share photos
- Include specific tags or hashtags on your photos
- Like and comment on fellow Social Owls' posts

Mission Two: Share More

BE A SOCIAL OWL AND SHARE!



Join Temple online!

Expand your professional network within the Temple University community through the Owl Connect, Temple's new online networking



Temple Alumni Events Calendar

There are so many opportunities to meet Owls in and around Philadelphia, and across the country. Check out the full events listing and mark your



Become a Temple University Social Owl!

Social Owls is an engaging opportunity to show your Temple pride by sharing Temple news and updates with your social networks. Social Owls get early access to information and are entered in...

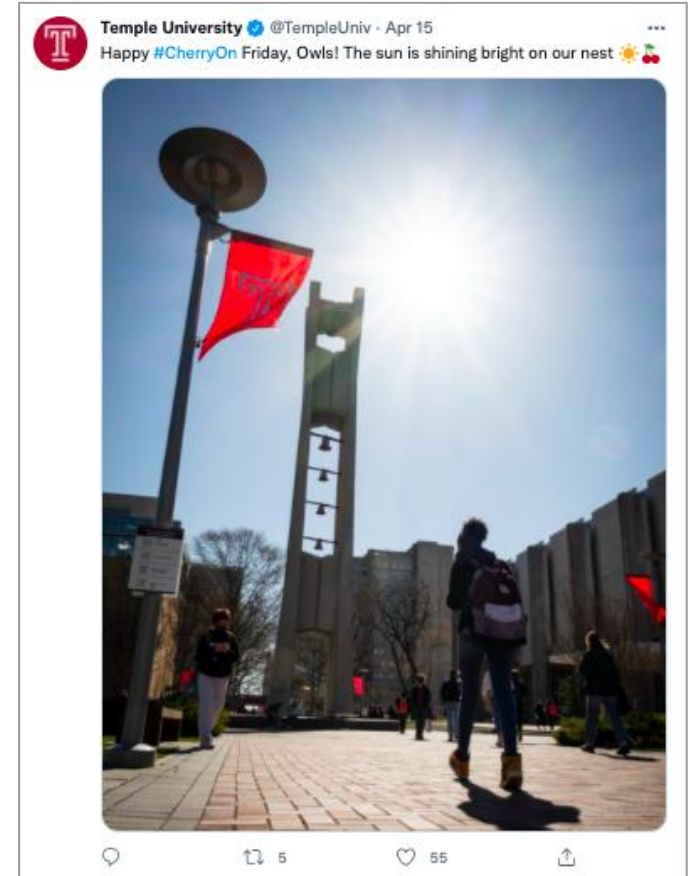


Movers & Shakers

The Temple University Young Alumni Association would like to highlight Owls making waves (big or small) in their career or community. Nominate

What makes a compelling post

- Emotional connection to TU
- Seamless integration into your existing channels
- Tags and hashtags



Best practices: what makes a picture compelling?

- Show Temple's colors and logo when possible
- Post recognizable locations around campus
- Show people and emotion



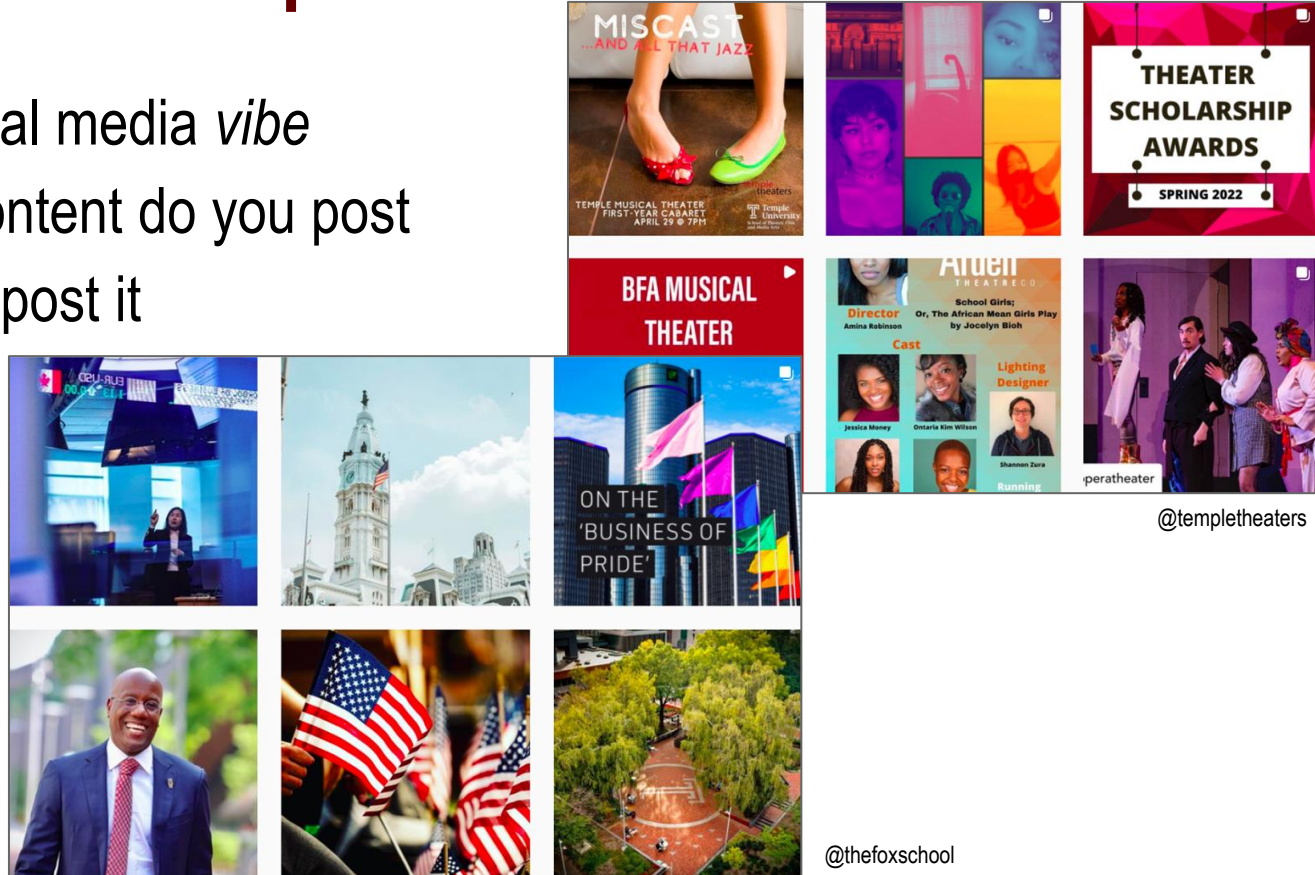
Best practices: find your audience

- Think about where you connect best with your audience:
 - Instagram
 - Twitter
 - Facebook
 - LinkedIn



Best practices: self expression

- What's your social media *vibe*
- What types of content do you post and how do you post it



@templetheaters

@thefoxschool

Best practices: voice & tone

- Speak as your authentic self
- Storytelling
 - Consider the storytellers you like
 - Find your storytelling voice



Liked by **jacksonchughes** and others

thefoxschool Welcome back, Owls! Have a great first day of classes. You've got this. 🦉 🍒 💪

[View 1 comment](#)



Liked by **templeuniv** and others

hootertheowl First day of classes ✅ ft. my new profile pic 📸 - Let's go OWLS! Have a great semester! ❤️ , Hooter

[View all 5 comments](#)

Best practices: captions

- Hashtags
 - Use Temple-specific hashtags
 - Stick to 2-3 hashtags per post
- Tagging
 - Tag @templeuniv in every Temple-related post
 - When highlighting a specific school or organization at Temple, tag them
 - Tag alumni being highlighted in a post

templeuniv Another sunny day at Temple ☀️
If you ever see Hooter on campus, you have to ask him to
give you five. No excuses 🦉👋

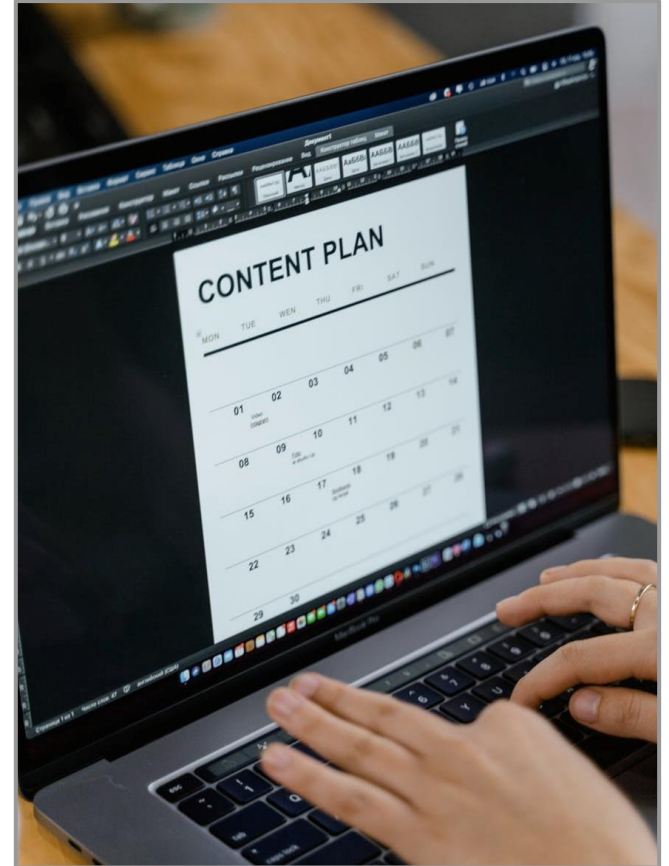
[View all 18 comments](#)

hootertheowl 🤝



Plan and avoid anxiety

- Find inspiration
- Create your personal content calendar



Thank You!