Overview
This one-sheet will provide you some of the basics for establishing a UCLA alumni network Group on Facebook.

Advantages
• Interactions are individual and consistent posting and engagement builds an on-line relationship that lends itself well to community building.
• Serves as a designated place to store files such as newsletters and upcoming events flyers.

Disadvantages
• Since UCLA Alumni is a page, groups cannot be tagged in page posts. This mitigates the ability of UCLA Alumni to drive traffic to the group.

How to Create a Group:  [Link to Facebook help]
♦ If Facebook asks you to designate whether the group is “Within UCLA” or “Outside UCLA”, select “Outside UCLA”. This keeps your group more open to alumni and easier to find.
♦ Include the words “UCLA” and “Alumni” in your Group Name (e.g. UCLA Alumni Los Angeles Westside). These are highly used terms that fellow Bruins utilize when they are trying to find alumni. Putting them in your Group Name will make it easier for alumni to find you.
♦ Set the Privacy to “Open”. This will make it easier for alumni to find the group using the Facebook graph search.
♦ Select the graduation cap icon to identify your group as an alumni group.
♦ Leave Membership Approval in its default setting of “Any member can add or approve members.” This encourages others to invite and allow their friends into the group, thereby increasing the growth rate.
♦ Write a description that introduces your network. Here is an example:
  The Westside Network (aka Westside Bruins) is the official alumni group of the UCLA Alumni Association for the West Los Angeles area. Our area is the largest in the nation and spans from Westchester to Pacific Palisades into West Hollywood and Mid-City. We are a volunteer-led and run organization. Join us and connect with fellow Bruin alumni and friends living and/or working on the Westside! If you are interested in getting more involved consider joining one of our committees:
    Communications - Email cpatel@alumni.ucla.edu for more info.
    Events - Email ajmoyal@alumni.ucla.edu for more info.
    Fundraising - Email brandiebarrera@alumni.ucla.edu for more info.
    Young Alumni - Email mross@alumni.ucla.edu for more info.
♦ Include the following Tags: UCLA, UCLA Alumni, UCLA Athletics.
♦ Set Posting Permissions to “Only members can post in this group.”
♦ Leave Posting Approval unchecked. This encourages the community to post and use the group as intended. If someone makes a post that is inappropriate, it can be deleted.

Tips
▪ Avoid naming your page a term of affection (e.g. Westside Bruins). These terms are typically used by “insiders” and can make it difficult for “outsiders” to find you. You can always change your group name so long as your group has less than 250 members.
▪ Use images and links when you post. History shows that this will get you better engagement.
You don’t always have to create original content for your posts.

- Share the posts of other pages or groups. Some good options are:
  - UCLA Alumni (www.facebook.com/Alumni.UCLA)
  - UCLA (www.facebook.com/uclabruins)
  - UCLA Athletics (www.facebook.com/uclaathletics)

- Share content from UCLA news outlets. Some good options are:
  - UCLA Newsroom (www.newsroom.ucla.edu)
  - UCLA Magazine (www.magazine.ucla.edu)
  - Daily Bruin Prime (www.graphics.dailybruin.com/prime)

Keep in mind that you are acting as an individual and an extension of the university. That will likely be different than how you post as an individual on your personal social media platforms. In this scenario you will be viewed as an ambassador, an advocate and a cheerleader for UCLA.

- Be sure to post regularly and consistently. It is better to post one time, five days in a row than it is to post five times in one day. Consider using tools such as HootSuite (www.hootsuite.com) or having dedicated days on which various individuals post. That will diversify the timing as well as the content.

- Make it a team effort! Have multiple folks (especially Board members) posting on your page. It’s also wise to have multiple admins, including your UCLA Alumni Regional Director.