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

Advantages
- Page to page interactions to increase visibility.
- Outward public presence that provides a great marketing vehicle as well as support tools such as Facebook Ads (www.facebook.com/advertising).
- Extensive analytics available through Facebook Insights.
- Can be integrated with third party applications like WooBox (www.woobox.com) at no additional cost.

Disadvantages
- Interactions are not as personal, and this can make it a little more difficult to engage with your community. As long as you are responsive (i.e. liking when people comment on a post, or responding when people make an inquiry) you can still overcome this. Additionally, there is something special about a brand or entity interacting with/responding to an individual in the social media sphere.

How to Create a Page: https://www.facebook.com/help/104002523024878
- Include the words “UCLA” and “Alumni” in your Company 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 Company Name will make it easier for them to find you.

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.
- Be sure to “like” the Facebook for Business page. Although alumni networks are not businesses, this page provides updates on changes as well as tips and tutorials for how to use existing Facebook features for your page.
- Use images and links when you post. History shows that this will get you better reach.
- You don’t always have to create original content for your posts.
  - Share the posts of other pages. 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 entity that is 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 the scheduling option within Facebook pages (www.facebook.com/help/389849807718635) for ease and efficiency.
- Make it a team effort! Have multiple admins (including your UCLA Alumni Regional Director) who post on your page.