

# What's your story?

*Using social media effectively*

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# What we are going to cover

- Creating your social media presence
- Focusing in on your club's mission
- Creating social media content
- Social media hacks



# Who are we & why does it matter?

- Identity matters a TON in college...shout out a few of the ways you identify yourself here at Xavier
- What about identifiers within your org?
- Have these changed or developed further?



**Let's strategize**

**& now break it down**

# Best practices

- Identify 1 person to capture content
- Identify another to develop a calendar/content
- People first!
- Focus on one social media platform
- Develop a “look”

# Social media 101

- Showcase events using actual photos
- Put your details in the caption
- Utilize polls, event rsvp, question boxes
- Develop routine posts
- Ask yourself “why?”



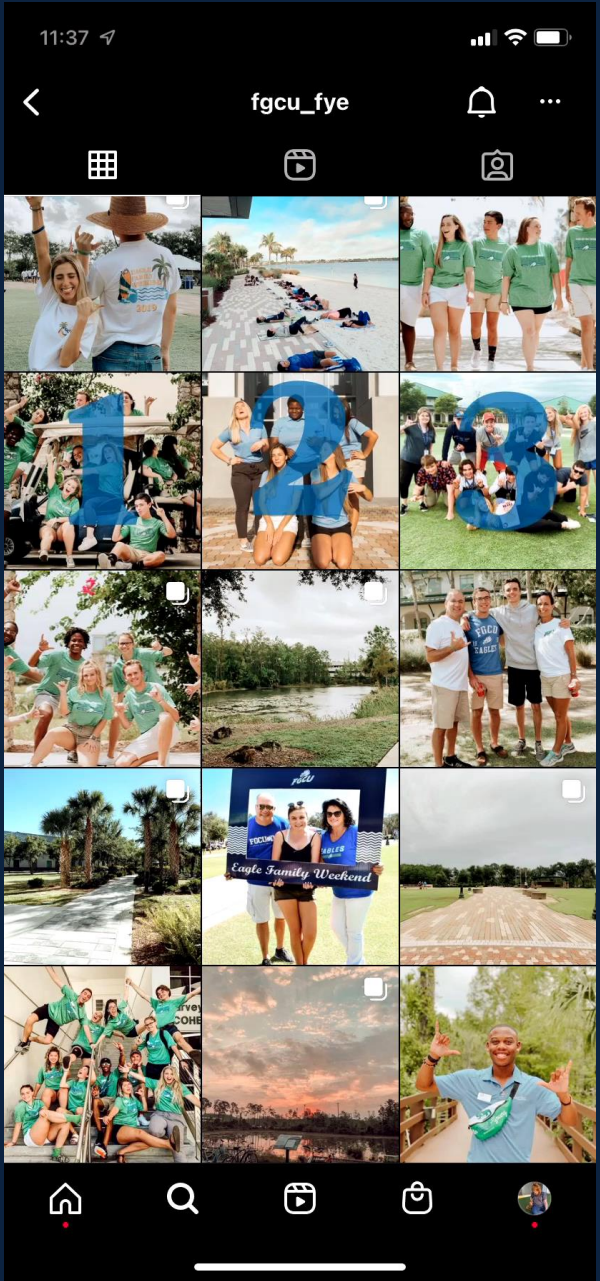


# what's up WEDNESDAY

tag @xuinvolverment in your posts and stories when you attend an event to be featured on our social media

**X** STUDENT INVOLVEMENT  
GALLAGHER STUDENT CENTER  
COMMUTER SERVICES

**discover**  
DEVELOP | LEAD





# Think outside the box

- Tagging other clubs & orgs-good tactic



@xuinvolvement  
@xucommuterservices  
@xavier\_gsc

- Attending other events, simply to interact with those outside your club



Manresa Orientation Team  
Resident Assistant  
SGA  
SAC

- Serve in a wider campus leadership role

# What are your social media goals?

Identify 3 things you can take away from this presentation

Make a plan!