



# Spring Social Media Calendar

Karrington Bradley

# Spring Social Media Calendar Objectives

- UTD Alumni Association social calendar objectives
  - Regularly scheduled content (Monday, Wednesday, Friday)
    - Increase our content output across our 4 major platforms (Instagram, Twitter, Facebook, LinkedIn)
    - Leave room in schedule to promote other events happening on campus (i.e Thanks Day, Grads on Green, etc.)
  - Create user interactive content (i.e Alumni Monday, Giveaway, Trivia Tuesday, etc.)



01.  
January

# January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1. -New Years	2. -Alumni Monday	3.	4. -Mental Health Awareness Month (MHAM) (Student Health Center Highlight)	5.	6. -Alumni Link	7.
8.	9. -Alumni Monday	10. -Trivia Tuesday on Stories	11. -Twitter statistic about mental health (LinkedIn as well)	12.	13. -Alumni Link	14.
15.	16. -MLK Day	17. -Callout for Black History Month features.	18.	19. -Throwback Thursday for first week back on campus	20. -Alumni Link - Take A Walk Outdoors Day (Pic of campus + MHAM caption)	21.
22.	23. -Alumni Monday	24. -Trivia Tuesdays on Stories	25. -Alumni Shop/ AA call-to-action	26. -Possible Momentum Magazine	27. - Blanket Giveaway (Last Friday every month)	28.
29.	30. -Alumni Monday	31. -Mavs Game Promo -Comets Community Launch				



02.  
February

# February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-Black History Month -Homecoming Midmonth -Mavs game			1.-BHM Feature	2.	3. -Alumni Link	4.
5.	6. -BHM Feature	7. -#TriviaTuesday on Stories	8. -BHM	9. -Ring Days Promo #TBT (News Center Story)	10. -BHM	11.
12.	13. -Rings Promo (Temoc & Eric proposal)	14. -Valentines Day (Alumni Link Comet Couples)	15. -Homecoming (we wear orange and green)	16. -Homecoming	17. -Homecoming	18. -Homecoming (Basketball Game)
19.	20. -BHM	21. -#TriviaTuesday on Stories (Ring Trivia) -Temoc Single Ladies Video	22. -BHM	23. --NSM Reception at The Crow Museum of Asian Art	24. -BHM	25.
26.	27. -BHM	28. -Ring Days (Possible giveaway)				



# 03. March

# March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-Women's History Month -Awards Gala 3/25			1. -Ring Days (Reel of ring still shots) -Call out applicants for Women's History Month	2. -Save the date CGD	3. -Last Day to purchase rings	4.
5.	6. -#AlumniMonday	7. -#TriviaTuesday	8. -Legacy Lane Promo	9. -Highlight Alumni Awards Gala Recipients	10. -Alumni Link	11.
12.	13. -#AlumniMonday	14. -Bunny Bash promo	15. -WHM feature	16.	17. -Alumni Link -St. Patricks Day.....	18.
19.	20. -#AlumniMonday	21. -Bunny Bash promo -#TriviaTuesday	22. -WHM feature	23.	24. -Alumni Link	25. -Awards Gala
26.	27. -#AlumniMonday	28. -Save the date CGD	29. -WHM feature	30. -Bunny Bash promo	31. -Alumni Link	





04.  
April

# April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1. -Bunny Bash
2.	3. -#AlumniMonday	4. -CGD Promo Space	5. -CGD Promo Space	6. -CGD Promo Space	7. -Alumni Link	8.
9. -Easter (Bunny Bash Photos)	10. -#AlumniMonday	11. -National Pet Day	12. -CGD Promo Space	13. -CGD Promo Space	14. -CGD Promo Space	15. -CGD Promo Space
16. -CGD Promo Space	17. -CGD Promo Space	18. -CGD Promo Space	19. -CGD -CGD power hours -CGD matching gifts -day-of stories	20. -CGD -CGD power hours -CGD matching gifts -day-of stories	21.	22.
23.	24. -#AlumniMonday	25. -Ring Ceremony	26.	27.	28. -Alumni Link	29.



05.  
May

# May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30. -Ackerman Center Leadership Luncheon	1. -#AlumniMonday	2. -#TriviaTuesday	3.	4. -API Feature	5. -Alumni Link	6.
7.	8. -#AlumniMonday	9.	10. -API Feature	11. -Alumni Link	12. -Commencement	13.
14. -Mothers Day	15. -Grads on the green	16. -Grads on the green	17. -Grads on the green	18. -Grads on the green	19. -Grads on the green	20. -Celebratory grad post
21.	22. -Celebratory grad post -Grad reel	23.	24. -API Feature	25.	26. -API Feature	27.
28.	29. -Memorial Day	30. -#TriviaTuesday	31. -API Feature			



06.  
June

# June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1. -Join in June	2. -Alumni Link	3. -Touch a Truck promo
4.	5. -#AlumniMonday	6.	7. -PRIDE Feature	8. -#ThrowbackThursday	9. -Alumni Link	10.
11.	12. -#AlumniMonday	13. -#TriviaTuesday	14. -PRIDE Feature	15. -Join in June	16. -Alumni Link	17. -Touch a Truck
18. -Father's Day	19. -Juneteenth	20.	21. -PRIDE Feature	22.	23. -Alumni Link	24.
25.	26. -#AlumniMonday	27. #TriviaTuesday	28. -PRIDE Feature	29.	30. -Alumni Link	

# Giveaway Ideas and Branded Merchandise

- Giveaway bundles + repurposing past merchandise
  - Create more excitement for smaller items by packaging them as a collection
- New branded items to be used solely for giveaway campaigns on social media and alumni-attended events
  - Encourage participation and engagement with exclusive items

## Giveaway Ideas: Bundles



- New Professional Bundle
  - Laptop case, pens, luggage tag, notebook, etc.
- Winter Bundle
  - Beanie, scarf, mug, coaster, coffee beans
- Summer Bundle
  - Sunglasses, sunglasses strap, t-shirt, UTD water bottle, stickers
- Alumni Association Membership
  - Includes yearlong membership and AA box





## Giveaway Ideas: Tickets



### AAGP Sponsored Events

- Bunny Bash
- Touch A Truck
- Santa Sighting
- Alumni Happy Hour

### Sporting Events

- Rangers
- Cowboys
- Mavericks
- FC Dallas
- Frisco RoughRiders

# New Branded Merchandise

- UT Dallas Alumni Apparel and Accessories
  - Windbreaker / Jacket
  - Beanies / Scrunchies / Hair accessories
  - Scarves
  - Backpack / Tote





## New Branded Merchandise

- Glass Can or Beer Mug
  - Example X 1.89 each
- Sports Bottle
  - Example x 3.66-5.65 each minimum 54 units
  - Example: <https://www.flasky.com/custom-water-bottles/vita>
- Coffee or Wine Tumbler
  - Example X 5.27 each minimum 36
- Phone Charger or Car Port Charger
  - Example x [3.54 each minimum 100](#)
- Mini Degree
  - We commission a small (phone size) degree that can be put on keychain or used for table display
    - Print shop



utdallasalumni ❌ GIVEAWAY CLOSED ❌

This weather is the perfect time to stay bundled up and toasty. What better way to keep warm than being wrapped up in a #UTDALumni blanket that folds up with a handle for portability!

Follow the steps below for a chance to win a cozy blanket.



- 1 Follow us on Instagram.
- 2 Like this post.
- 3 Tag someone who graduated from UTD

- You must be a University of Texas at Dallas alum to win. All three above actions must be completed to be entered into the giveaway. Entries will be accepted through 11:59 p.m. on 1/31/2023.

-

#UTDALumni #UTD #UTDallas

Edited · 4d

## Follower Focus

- Tag potential new followers
- Share to our follower's networks



utdallasalumni 🍅 GIVEAWAY CLOSED 🍅

November is National Gratitude Month, and we want to celebrate with a Giveaway!

Want to get some #UTDALumni gear for the kiddos in your life? Follow the steps below for a chance to win some swag for your kids or grandkids. 🍅🍅🍅

- 1 Follow us on Instagram.
- 2 Like this post.
- 3 Send us a DM stating what you are thankful for

- You must be a University of Texas at Dallas alum to win. All three above actions must be completed to be entered into the giveaway. Entries will be accepted through 11:59 p.m. on 11/14/22.

-

## Content Focus

- Aim to gather new information and / or photos from alums

## Giveaway Entry Criteria



# Paid Social Advertising

- Determine which campaigns would benefit for sponsored posts
  - What events and promotions need heavier promotion to achieve success
- Understanding what ad platforms will get the best engagement
  - Click vs. Impressions
  - Budgets for Facebook, Messenger, Instagram, LinkedIn



## Boosting vs. Paid Advertising Platforms



### Facebook, Messenger, Instagram

- Boosting
- Costs per click and view
- Similar ad across all platforms
- <https://www.facebook.com/business/help/347839548598012?id=352109282177656>

### LinkedIn

- Paid Advertising
- Costs per click
- Different Ad types
- <https://business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin>