101 Ideas for Promoting your Alma Mater on Social Media

1. “Like” the GVSU Alumni Association Facebook page www.facebook.com/GVSUalumni
2. Follow @GVSUalum on twitter
3. Join the GVSU Alumni Association LinkedIn Group
   http://www.linkedin.com/groups?gid=64267&trk=hb_side_g
4. Join the GVSU Alumni Association Career Contact Bank sub-group
5. Subscribe to the GVSU Alumni Association YouTube channel www.youtube.com/GrandValleyalum
6. Subscribe to the GVSU YouTube channel www.youtube.com/gvsu
7. Check out the Alumni Association Anniversary Website www.gvsu.edu/alumni/anniversary
8. Write on the Alumni Association Anniversary Memory Wall www.gvsu.edu/alumni/memories.htm
9. Share information about giving at GVSU www.gvsu.edu/giving
10. Update alumni on the campus construction of the Mary Idema Pew Learning and Information Commons www.gvsu.edu/library/newbuilding
11. Update alumni on the campus construction of the L. William Seidman Center
    http://www.gvsu.edu/giving/l--william-seidman-center-9.htm
12. Let people know about the automatic withdrawal option with giving www.gvsu.edu/give
13. Share an alumni spotlight on your Facebook or Twitter page
    http://www.gvsu.edu/alumni/index.cfm?action=home.spotlight
14. Ask people to sign up for the alumni e-mail newsletter
    http://www.gvsu.edu/alumni/alumni_newsletter.htm
15. Ask people to update their career information
16. Ask people to submit their baby news
17. Ask people to submit their marriage news
18. Ask people to update their contact information
19. Promote the Laker for a Lifetime website
20. Promote Young Alumni events
21. Encourage alumni to attend Homecoming www.gvsu.edu/homecoming
22. Encourage people to browse through alumni photo galleries on Facebook
23. Encourage people to browse through alumni photo galleries on the website
24. Ask alumni to sign up for a Community Outreach Week project in March www.gvsu.edu/cow
25. Ask alumni to sign up for Freshman Move-In in August
26. Take a picture of your GVSU license plate, upload and promote
27. Promote Top ten things to do as a new grad www.gvsu.edu/newgrad
28. Let people know that there are rooms available at the alumni house to stay when they return to
   campus. www.gvsu.edu/alumnihouse
29. If you are one of our Legacy Families – meaning you’re an alum and a parent of a gvsu student or
   alum – get involved with the GVSU Family Association at
   https://www.facebook.com/#!/GVSUFamilyAssociation
30. Give out more information about alumni clubs in areas around the country
   http://www.gvsu.edu/alumni/alumni-clubs-5.htm
31. Give out information on alumni chapters based on degree, i.e. KCON, CLAS, COE
   http://www.gvsu.edu/alumni/alumni-chapters-6.htm
32. Invite your friends to “Like” the GVSU Alumni Association page at www.facebook.com/GVSUalumni
33. Invite your friends to follow @GVSUAlum on twitter
34. Let people know about the lifetime Career Services benefits every alumnus receives as a graduate
   of GVSU http://www.gvsu.edu/alumni/index.cfm?id=72DF5CD6-C4AC-33E1-6F54F4510B1C7F8
35. Inform people of the free benefits card they qualify upon graduation requirements
   http://www.gvsu.edu/alumni/index.cfm?id=73952141-D8EE-9222-36FA3DBDF083CC49
36. Inform alums of the “Alumni Finder” section of the GVSU Alumni website
   http://www.gvsu.edu/alumni/search.htm
37. Let people know about the Alumni Heritage Scholarship, awarded to all children of alumni.
   http://www.gvsu.edu/alumni/alumni-heritage-scholarship-52.htm
38. Post a message about President Haas’ challenge to double alumni giving by 2015.
   www.gvsu.edu/giving
39. Promote the Alumni Email Newsletter Archive hosted on the Alumni Relations Website
   http://www.gvsu.edu/alumni/alumni-email-newsletter-archive-95.htm
40. Post a message about the many volunteer opportunities within the alumni association
41. Ask your followers if they have met the President of the Alumni Association yet. Post a link to her
42. Get to know your Alumni Association Board of Directors: http://www.gvsu.edu/alumni/gvsu-
   alumni-association-board-members-45.htm
43. Get a GVSU screen saver or wallpaper http://www.gvsu.edu/alumni/screensavers--wallpaper-
   86.htm
44. Get a GVSU ringtone
45. Ask people to nominate an alum for the next Distinguished Alumni Award
   http://www.gvsu.edu/alumni/alumni nominate.htm
46. Ask people to nominate for the next Young Alumni Award http://www.gvsu.edu/alumni/young-
   alumni-award-criteria-71.htm
47. Ask people to nominate an Outstanding Educator
   http://www.gvsu.edu/alumni/educator_nominate.htm
48. Share an inspirational giving story or quote from the website http://gvsu.edu/giving/spotlights.htm
49. Ask someone to share why they donate to Grand Valley http://gvsu.edu/giving/shareyourstory.htm
50. Share a video or testimonial from the GVSU Alumni YouTube Channel
   www.youtube.com/grandvalleyalum
51. Promote buying alumni merchandise from the bookstore website http://www.ubs.gvsu.edu/
52. Promote GVSU athletics at www.gysulakers.com
53. Promote the alumni section of the Grand Valley Magazine online
   http://www.gvsu.edu/gvmagazine/
54. Post a photo album of you and your friends from your Grand Valley days
55. Post the Laker for a Lifetime logo or photo to your timeline
56. Blog about your experience as a Grand Valley student or alum
57. If you’re a donor, post it to your profile, tell your followers why it is important for you to give
58. Take a photo of your GVSU Diploma hanging on your wall or sitting in your office and post it to social media
59. Promote the simplicity and security of making an online gift.
60. Post about the opportunity for planned giving and making GVSU a benefactor in your will.
61. Post the GVSU Lip dub video
62. Post the latest GVSU commencement video
63. Share a story of why you are thankful for your Grand Valley education
64. Show appreciation for the friends/contacts you met at Grand Valley and tag them in your post
65. Upload a photo of yourself wearing your GVSU apparel
66. Share how you used your alumni benefit card, and the money it saved you
67. Book an event or overnight room at the Alumni House & Visitor Center and talk about your visit/stay
68. "Do you work for a company looking for help? Post a job to LakerJobs and let GVSU Career Services know"! www.gvsu.edu/careers
69. Share your favorite GVSU tradition
70. Community Outreach Week is March 26-31 what project are you volunteering for, and why is it important to give back?
71. Post photos from events that you have attended and share your experience.
72. Post a congratulatory message to new grads/young alumni near the time of December and April commencements.
73. Share information about Laker athletics on your page.
74. Discuss something that’s happening on campus using the links to the webcams
   http://www.gvsu.edu/webcams.htm
75. Share your favorite part about being a GVSU alum (benefits and services you like best?)
76. Talk about ways you were involved on campus while you attended Grand Valley
77. Share a memory of Sibs n’ Kids weekend.
78. Return to GVSU for Family Weekend and share your experience and photos.
   www.gvsu.edu/familyweekend
79. Post a photo of you and your alumni friends in GVSU gear
80. When meeting with old friends or holding reunions, post about your GVSU memories
81. Join a Community Outreach Week project, and live tweet while you’re volunteering.
82. Live tweet updates at an alumni event or GVSU sporting event
83. Talk about why your gift to GVSU has made a difference.
84. Post a memory about your favorite place to eat on campus.
85. Post about ways to give: Give to scholarships, athletics, study abroad, annual fund, etc. The University has more than 250 established funds that help support students.
   http://secure.gvsu.edu/giving/giving-opportunities-2.htm
86. Plug other GVSU alumni on campus group pages:
   b. KCON alums https://www.facebook.com/#!/groups/46362439164/
   c. Seidman alums https://www.facebook.com/#!/Seidman.GVSU
   e. School of Communications https://www.facebook.com/#!/GVSchoolCom

g. CLAS https://www.facebook.com/groups/34156975278/


87. Plug other GVSU alumni clubs around the country are online and on Facebook

88. “The increase on private giving by alumni donors decreases the financial burden on Grand Valley students and their families.”

89. “In order to help maintain Grand Valley’s standard of excellence, the university needs continued support to provide the best education possible.”

90. “Gifts to the Grand Valley Fund support the university’s annual priorities including financial aid support, equipment, and student support services like academic advising, tutoring, and internship programs.”

91. “Eighty-eight percent of graduates are either working or going to graduate school. Without private gifts like yours, Grand Valley would not have this kind of student success.”

92. Post: I give to Grand Valley because: post your own reason and wait for your responses from friends.

93. “Your investment in the future of Grand Valley is part of your legacy and will touch the lives of students.”

94. “Grand Valley is one of the best regional university’s in the country, attracting the best and brightest student from around the world.”

95. Talk about the living center you lived in and promote Freshman Move-in held in August. Encourage people to volunteer at the annual event.

96. “Did you know: Grand Valley Alumni Relations holds several regional receptions across the country every year? Check out the events calendar for happenings near you.” www.gvsu.edu/events

97. Promote the February “I heart GV” campaign. Post the avatar in your profile and promote giving among your fellow alums. Ask them to take the challenge and show their Laker Love

98. Post about contests being held by Alumni Relations. Encourage friends to “enter to win”

99. Upload some “old school” photos of you on campus at Grand Valley

100. “Wanna be a Grand Valley alum… again? Check out the latest graduate programs on campus.”
     http://www.gvsu.edu/grad/

101. “I’m a Laker for a lifetime because:”