





5 SOCIAL MEDIA TIPS FOR EVENT ATTENDEES

Thanks for helping us with Northwestern Connects social media coverage. Below are a few tips and content ideas to get you started. Make this process your own and use the hashtag **#NUConnects** to help other attendees and Northwestern Alumni Association volunteers join the conversation.

What to post to...

 Facebook	<ul style="list-style-type: none">• Pictures and video from the event• Recap of the event
 Instagram	<ul style="list-style-type: none">• Pictures and video from the event
 Twitter	<ul style="list-style-type: none">• Link(s) to register and more information• Pictures from the event
 WeChat	<ul style="list-style-type: none">• Link(s) to register and more information• Pictures from the event

Be sure to tag your friends when you post!

Hashtags to use:

- #NUConnects
- #NorthwesternAlumni

1. Spread the Word

Before Northwestern Connects even starts, you can tell people about the event on social media. Share the registration link on Facebook and Twitter and tell people in your network that you plan to attend. Tag fellow Northwestern alumni, especially those in your city, to make sure they know as well.

2. Snap a Pic

A picture is worth a thousand words and also draws more attention to the content you are sharing. Snap and post a few candid photos of Wildcats in action or memorable moments during the night. Make sure to use the hashtag **#NUConnects** on Instagram and Twitter.

3. Share the Experience

Did you learn something new? Reminisce with old friends? Hear something interesting about NU? Share it with your network! Tweet using **#NUConnects** about what's going on at your event—we will retweet as many as we can!

4. Follow Us on Social

Make sure to follow [@NUAlumni on Twitter](#), [@northwesternalumni on Instagram](#), and the [Northwestern Alumni Association Facebook page](#) to see the latest NAA updates. We will be sharing content from around the world—and hope to share yours as well.

5. Have Fun

Don't spend the whole night on social media—be sure to connect with fellow Northwestern alumni as well! Have fun sharing Northwestern Connects from your perspective and enjoy your night. We're glad to have you with us!