



# Volunteer Leadership Conference - Social Media

## Steps for Utilizing Social Media for Events

1. Determine how much lead time you need for registration and RSVP. More time to circulate the event can be valuable in terms of gaining registrants.
2. Contact the VMI Alumni Association for event support on social media. We can share your event to our Facebook, Twitter and Instagram to spread the word to VMI alumni, families and friends.
3. Information we'll need:
  - a. Date and time of event
  - b. Location
  - c. Who is invited
  - d. Is there a speaker?
  - e. Cost
  - f. If/when registration opens and closes
4. If your event doesn't require registration (happy hour, picnic, etc.), we can create a Facebook event where you'll be able to easily share the event, see who is attending and answer any questions from attendees.
5. Following the event, share photos of alumni, family and friends enjoying their time together.
  - a. You can either tag us on Twitter and Instagram with @vmialumni, or share directly to our Facebook wall. We use #vmialumni and #rahvamil for others to find our VMI posts, but coming up with new and creative hashtags for your chapter/ event is always encouraged!
  - b. You can also email photos to Micalyn Miller at [mmiller@vmiaa.org](mailto:mmiller@vmiaa.org) with a short summary of the event (total attendees, speakers, etc.), and we'll share your photos on our social media networks.

# The VMI Alumni Association Facebook

This is what your Page looks like to a visitor. Switch back to your view to manage this Page.

**VMI Alumni Association**  
@vmialumni

Home  
About  
Posts  
Photos  
Videos  
Instagram  
Twitter  
Community  
Groups  
Reviews  
Create a Page

Write a post...  
Write a post...  
Photo/Video Feeling/Activ... Check in ...

**Posts**  
VMI Alumni Association shared a post.  
2 hrs

Nonprofit Organization in Lexington, Virginia  
4.7 ★★★★★  
Open Now

Our Story  
+ Tell people about your business

Community See All

Write a post...  
Photo Album Live Video

Write a post...  
Photo/Video Feeling/Activ... Write Note ...

**Posts**  
VMI Alumni Association shared a post.  
Published by Micalyn Miller (?) · 2 hrs

Search for posts on this Page

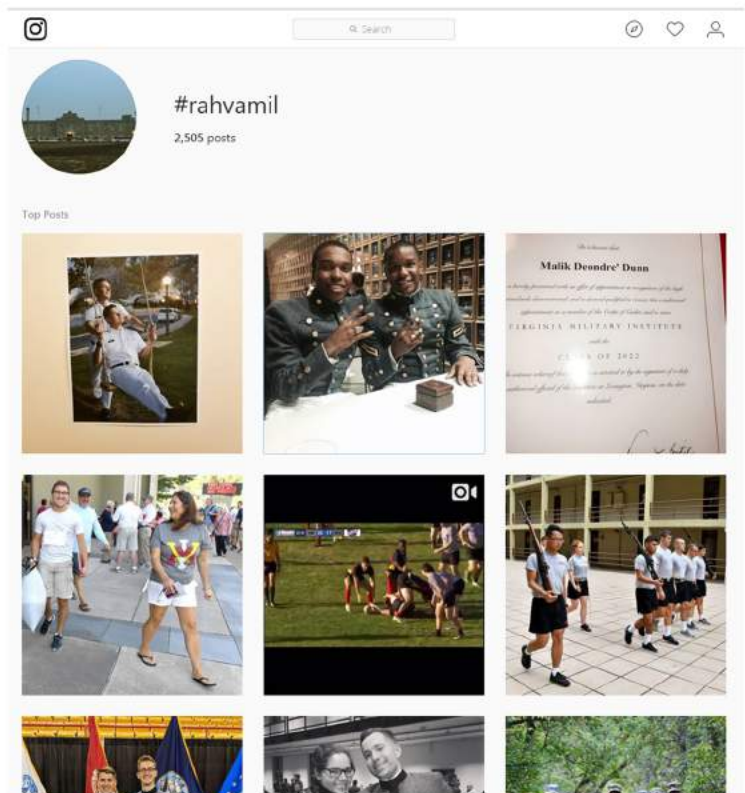
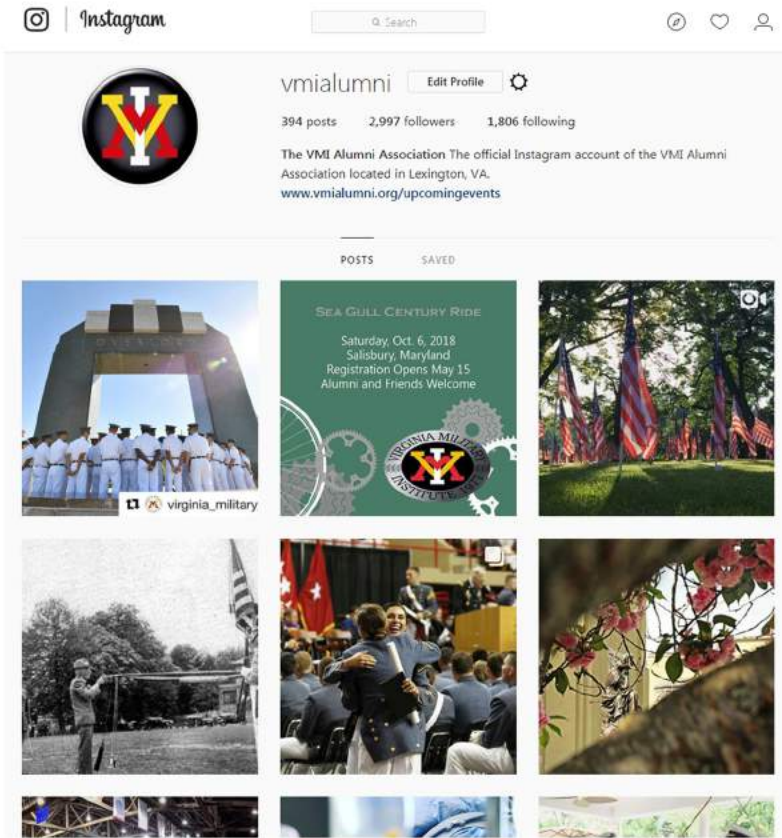
**Visitor Posts**

**Clayton Shepherd**  
May 29 at 3:24pm  
<https://www.facebook.com/events/372645246583392/>  
1 Like  
Unlike · Comment · Message

**Dan Gallagher**  
May 13 at 3:04pm  
I added a book review page to my web site, AuthorDan.com . Please le... See More  
Like · Comment · Message

**Dan Gallagher**

# The VMI Alumni Association Instagram





# The VMI Alumni Association Twitter

**VMI Alumni**  
@vmialumni · Follows you

Official twitter of the VMI Alumni Association. Uniting alumni of @vmi1839 to keep alive the memories of Institute life & promote the future welfare of VMI.

Lexington, VA  
vmialumni.org  
Joined March 2009

Tweets 1,250 Following 407 Followers 1,549 Likes 1,740

**Tweets** Tweets & replies Media

**VMI Alumni** @vmialumni · May 31  
The school year has ended & a new group of rats will be on post before we know it! Chapters have begun planning their rat send-offs, so find your chapter, gather with BRs, & connect with rats & their families before Matriculation Day.  
#vmialumni #rahvami vmialumni.org/upcomingevents

**Who to follow** · Refresh · View all

- VMI Basketball @VMI\_Bas... Follow
- VMI Football @VMI\_Footb... Follow
- VMI Center for Leadershi... Follow

Find people you know

**Trends for you** · Change  
Alice Johnson

Home Moments Notifications Messages #vmialumni

**#vmialumni**

Top Latest People Photos Videos News Broadcasts

**Search filters** · Show

**Who to follow** · Refresh · View all

- Sam LaGrone @samlag... Follow
- Julian Eleby @julian\_eleby... Follow
- Richard Coupland @rcou... Follow

Find people you know

**Trends for you** · Change

- #HereditaryMovie**  
A supernatural horror classic is born. HEREDITARY — EVERYWHERE FRIDAY!  
Promoted by Hereditary
- Alice Johnson**  
Trump grants clemency to Alice Johnson following Kim Kardashian's plea on her behalf
- #DDay**  
Marking the 74th anniversary of D-Day
- #GlobalRunningDay**  
@oiselle, @runnersworld and 2 more are Tweeting about this
- #WednesdayWisdom**  
110K Tweets
- #RFK50**  
8,892 Tweets

Thomas A. Brashears liked

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VMI Alumni liked

**Lee Gull** @leeguill · May 16  
Congratulations class of 2018. #RahVaMi #VMIALumni

**VMI Alumni** @vmialumni  
Congratulations to the Class of 2018 as you begin your lives as alumni of Virginia Military Institute! Remember: The view from the other side of the Parade Ground is great, and Moody Hall welcomes you! #RahVaMi #VMIALumni