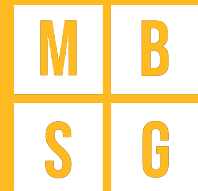


Increasing Social Media Presence

MRSO Tips & Tricks



1. Make use of stories (often)!

- Stories offer a quick and concise way to get across information about events, recruitment, etc, without the commitment of a normal post
- Reposting content from other similar MRSOs is a great way to collaborate as well

2. Instagram story takeovers

- Having a member of E-Board or another member take over the Instagram stories for a day keeps followers engaged and can give prospective members a great way to get their questions answered through Q&A

3. User-generated content

- This refers to content that you field from your followers directly, such as using a hashtag for an event
- Requiring a repost or tag for a giveaway is a prime example, because it can help get the word out about your organization while increasing followers

4. Keep up with Alumni

- Posting about the recent happenings of your alum—such as a new job—gives people the sense that your organization is a close knit community

