

SOCIAL MEDIA PLAN

Before using this plan, you chapter should have already thought about how to use social media and have been creating a regular and active social presence. **Ideas specifically relating to #CrucialRelationships are in pink.**

Goals and Values of the Proxe Social Media Plan

Our motivation: Using our social presence well is a part of evangelism, of living out our faith, and of being a disciple of Jesus. Our social tools give us additional ways to connect with friends on campus. We need to use them well.

Values:

What guides us as we do this.

1. Make another space for God to act in the lives of our friends.
2. Capture the imagination of other students, getting people curious and excited.
 - a. contextualize for ethnic, gender, and affinity subgroups on campus.
3. Use social media as a place of connection.
 - a. Aim for both buzz and depth/honesty.
 - b. Don't be hyper-promotional.
 - c. Try stuff on Snapchat and YikYak (and elsewhere) to accomplish our goals.

Qualitative goals:

What we aim to do that we can't count, measure, and compare.

1. Create meaningful conversations with friends of our friends.
 - a. Get others to post back on their preferred platform.
 - b. Connect more deeply with more people.
2. Increase awareness of and appreciation for InterVarsity on campus.
3. Increase the engagement from our current chapter members.
4. Have a lot of fun.

Quantitative goals:

What we aim to do that we will count, measure, and compare.

1. Increase overall traffic flow to the Proxe
 - a. Improve the quality of contact cards.
 - b. Improve our follow up process.
2. Increase small group participation.
3. Reach more freshmen.

TO DO 2-3 MONTHS IN ADVANCE

Our motivation:

Using our social presence well is a part of evangelism, of living out our faith, and of being a disciple of Jesus. Our social tools give us additional ways to connect with friends on campus. We need to use them well.

1. **Identify your social media coordinator** if you don't already have one.
2. **Form a social media team** around that person to follow the script and start the wave.

3. **Prioritize 2 social platforms.**
 - a. Put a priority on reaching your friends, in such a fashion that those friends want to reply, share with their friends, and actually join in themselves.
 - b. Pick the visual broadcast platform that's best for your friends (e.g. Instagram, Facebook).
 - c. Pick the one-to-one platform that's best for your friends (e.g. Snapchat, texting, FB Messenger).
5. **Start creating intriguing photos that relate to the proxe.**
 - a. Save these photos; you will use them the week before you run the proxe.
6. **Get the chapter excited.**
 - a. Post behind the scenes shots on your chapter Facebook group or Instagram or the Snapchat account of some of the student leaders.
 - b. "We're preparing something fantastic for back on campus."
 - c. Coach the student leadership team on what to do, how to start some buzz, and how to do it naturally and personally for their friends.
7. **Plan how you personally will use social media to invite your friends** to the Proxe and then to small groups and large group, paving the way for a year of more relationships and growth on campus.
8. **Brainstorm how any chapter Facebook, Instagram, or other accounts could be used.**
9. **Get your friends thinking.** Start conversations around the theme of the proxe. Use whatever platform that friend prefers. Or make it a wider audience--post on Facebook or on your Snapchat Story and see who replies.
10. **Pray for these social media efforts specifically**, just like the face-to-face elements of the Proxe. And let the feedback from people on campus guide more prayer. Tie in with your prayer coordinators.

TO DO ONE WEEK BEFORE THE PROXE

Our motivation:

Using our social presence well is a part of evangelism, of living out our faith, and of being a disciple of Jesus. Our social tools give us additional ways to connect with friends on campus. We need to use them well.

1. **Start posting the intriguing images you've been creating, with the hashtags.**
 - a. Post them on Instagram, Facebook, Snapchat, and/or wherever lots of conversation is happening for your campus.
 - b. **For #CrucialRelationships: some ideas are to post images of famous, funny 'crucial relationships' in history (PB and J, girls and chocolate, Titanic and icebergs, Jonah and the whale, Civil War generals and beards, etc.)**
 - c. **Also post campus famous people pictures, or you with these things. (mascots, statues, landmarks, etc.)**
2. **Use two hashtags on every social post. Plaster these hashtags on everything: the proxe station, your social media, chalking the campus sidewalks.**
 - a. **Decide on your event hashtag, or use the national one if you are doing a national campaign Use #CrucialRelationships if you are doing the Crucial Relationships Proxe.**
 - b. **Identify your campus' hashtag—where does that conversation happen? (e.g. #uwmadison #gobigred #hottestcollegeinamerica #UMich)**

- c. Put these hashtags everywhere possible in items or scenes that will be visible in relevant photos.
3. **Share these with interesting captions**, e.g... "I'm so excited for..."
 - a. Consider connecting with popular campus accounts.
 - b. Wear the proxe shirts and get out there ahead of time.
 - c. The more people that do this, the greater the, "What the heck?!?!" effect.
 - d. When asked why, have a short, fun, intriguing conversation ready.
 1. "Find out on the quad on Tuesday."
 2. "We are trying to have real conversations with people about #_____"
 3. [--insert pocket proxe conversation here--]
 4. **Then, start posting simple images of people wearing the shirt**, have a friend take a picture of you wearing your shirt with your phone.
 - Post it to Instagram and Facebook, and add it to your Snapchat story.
 - Then send it via Facebook message, text, and Snapchat to friends, using their preferred platform.
4. **Pray for these efforts and friends and freshman.** YikYak may be a great fuel for group prayer. Ask churches near campus to pray as well.

What else might you do to engage campus and the chapter?

What are the activities that you might do and invite others to do with you?

TO DO THE NIGHT BEFORE THE PROXE

Our motivation:

Using our social presence well is a part of evangelism, of living out our faith, and of being a disciple of Jesus. Our social tools give us additional ways to connect with friends on campus. We need to use them well.

1. **Launch the Facebook Event for the Proxe**—this is for both the actual station and the social media campaign.
 - a. **Give freshmen something to do and somewhere to belong.**
 - b. **Student leaders invite the chapter**, using the FB Event and everybody joins before inviting others.
2. **The whole chapter invites their friends to the Facebook Event AND invites them individually** using a Facebook message or Snapchat or a text.

Sample text: "Hey Keiko! I just invited you to The #_____ with InterVarsity. Some friends and I are trying to talk to people about #_____. Want to meet _____ me there between 11-2 tomorrow?"

3. **Make it fun and make it social.** The night before the proxe needs to be highlighted on the NSO calendar. This will help you get traction. Do an activity (i.e. photo scavenger hunt). Make it a prize or the lead up to an event.
4. **The chapter starts sharing individual #_____ photos** on the favorite platform. The goal is to prompt people to post back and see conversations started.
5. **This is the super fun part!** Come up with great activities and invite friends to do them with you (or to come watch)!
6. This is big reveal! **Write the time and place of the proxe** so it is clearly visible in all

the photos you take. Items that require groups are great for an invitation to participate. Have a group do improv or stage dive, for example. This can work with Facebook friends, with Instagram or Twitter followers, or in individual messages on Facebook, Snapchat, or text. Some platforms also allow Geotagging.

7. **Pray for these efforts and friends and freshman.** YikYak may be a great fuel for group prayer. Ask churches near campus to pray as well.

TO DO AS THE PROXE OPENS

Our motivation:

Using our social presence well is a part of evangelism, of living out our faith, and of being a disciple of Jesus. Our social tools give us additional ways to connect with friends on campus. We need to use them well.

1. **The whole chapter posts on Facebook, Instagram, and Snapchat to invite friends.**
 - a. This can be broadcast, but it is most important to make individual invitations.
 - b. Post that the Proxe is happening (right now!) and where.

Sample 1:1 text: "Yo! Can you come out today? We've already started and we're here until 1pm. It would be great to see you and talk for a bit. Also, do you want to do karaoke this weekend?"

- c. The chapter can also post. Then everyone broadcasts to their networks.
 - d. **Sample broadcast text:** "Come talk about #_____!"
2. **Continue getting your friends to share their photos** on their preferred platform, especially things to do in the next week, inviting others to join in or to come and watch.
 3. **Use YikYak to promote the Proxe.**
 - a. **Sample text:** "Very interesting conversations going on right now outside the Psych building." Or "What do you all think of this #_____ thing going around campus?" Or, "Anyone check out the #_____ thing? What's that all about?"
 - b. Just be prepared for really negative comments.
 - c. You can also use YikYak to check the buzz about #_____. It can be a twisted space, though, so you might want to do this as a group and pray together for people on campus.
 4. Other possibilities
 - a. Post 10-second videos on Snapchat stories or Instagram of people answering questions about #_____. **You could do short "crucial relationships" videos of students sharing to phone or via snapchat about a crucial relationship they want- serious or funny.**
 - b. Invite people who participate in the first panel to post on social media using a hashtag for how they responded
 - c. Create a simple **photobooth** area, where people can take selfies and then post simple Instagram, Snapchat, and Facebook posts.
 5. **Pray for these efforts and friends and freshman.** YikYak may be a great fuel for group prayer. Ask churches near campus to pray as well.

TO DO AFTER THE PROXE CLOSES

Our motivation:

Using our social presence well is a part of evangelism, of living out our faith, and of being a disciple of Jesus. Our social tools give us additional ways to connect with friends on campus. We need to use them well.

1. **Within 24 hours, everyone individually contacts everyone they talked to**, inviting them to the next thing. The goal is not the follow up with social media, it's the meet up (one-to-one if possible) at the next thing.
 - a. Small group? Large group? You need to define it.
 - b. Something social
 - c. **This is a small, faithful step toward increased fruitfulness.** It might be hard, but it is really important to get through this.
 - d. **Invite your interested contacts to a Facebook group** for the chapter or for a small group.
 - e. This creates a space for ongoing conversation, and it feels more personal than when it happens on email.
2. **Use Facebook** to see what people are interested in, to "organically" start engaging conversations with them, to see the friends you have in common, and to see if they're already friends with people in the chapter.
3. **Look at the contact's picture before you call**, to remind yourself there is a person behind this contact card.
 - a. If they don't list a phone number, add them on Facebook and message them asking for phone number (after you identify yourself).
4. **Pray for these efforts and friends and freshman.** YikYak may be a great fuel for group prayer. Ask churches near campus to pray as well.