

UNIVERSITY OF  
CALIFORNIA,  
MERCED

REGISTERED  
CLUBS AND  
ORGANIZATIONS

SOCIAL MEDIA  
&  
RECRUITMENT  
GUIDE



UNIVERSITY OF CALIFORNIA MERCED

OFFICE OF STUDENT INVOLVEMENT



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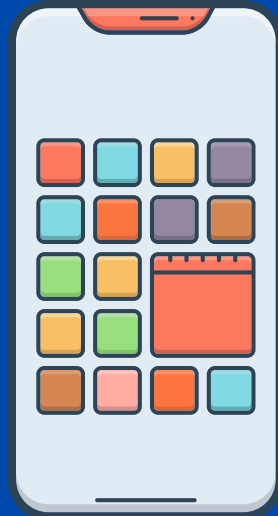
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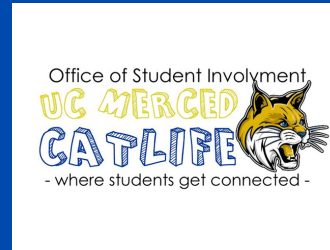
# GROWING WITH SOCIAL MEDIA



## CatLife

All-in-one outreach platform presented by the Office of Student Involvement. Clubs and organizations can request event dates, purchase orders, member outreach through updates all within the CatLife Platform.

Active user base: Majority of UC Merced Undergrads



## Instagram

Instagram is a photo and video-sharing social networking service owned by Facebook. One of the most popular social media platforms being used today.

Expansive user base

Active user base: over 1 billion monthly users

## Facebook

Facebook is a social media platform that lets users interact in the digital space sharing updates, news, and media.

Active user base: over 2.7 billion monthly users



## LinkedIn

LinkedIn is a business and employment-oriented online service that operates via websites and mobile apps, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.

Active user base: over 260 million monthly users



## *YouTube*

YouTube is an American online video-sharing platform headquartered in San Bruno, California. Users have free rein to create whichever content they can imagine. Great platform to give viewers a video preview into what their respective organizations are all about.

Active user base: over 260 million monthly users



## *Twitter*

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like and retweet tweets. Active user base: over 330 million monthly users

## *Snapchat*

Snapchat is an multimedia messaging app. One of the principal features of Snapchat is that pictures and messages are usually only available for a short time before they become inaccessible to their recipients. Active user base: over 249 million daily users



## *TikTok*

The social media platform is used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from three seconds to one minute. An extremely popular platform to show the fun side of your clubs and organizations. Active user base: 80 million monthly users

## Tips on Growing Social Media Platforms:

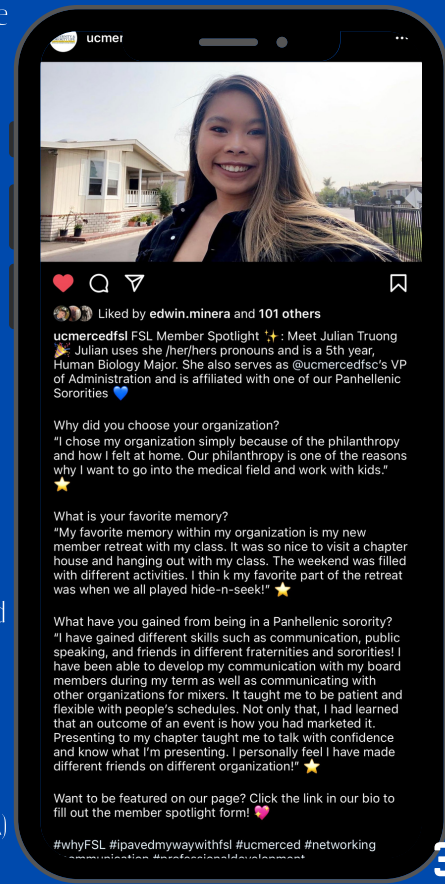
- Be Consistent with Social Media Activity

- Member highlights

- Platforms: Instagram, Snapchat, Facebook, Twitter, TikTok
- Each member is key to the functionality of an organization.
- Highlighting individual members will give the public some insight into the organization's culture and atmosphere
- Information to consider
  - Name
  - Year
  - Major
  - Hometown
  - Interests/hobbies
  - Fun facts

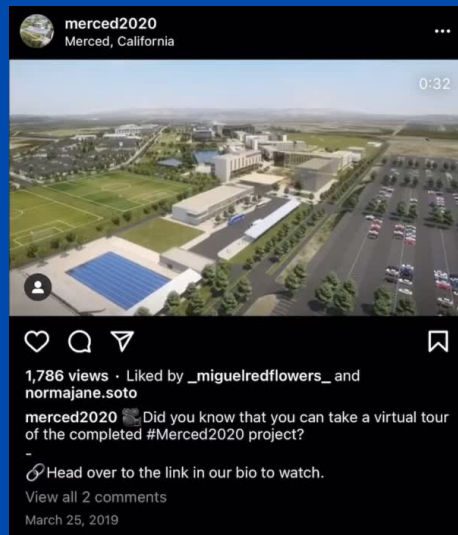
- Preparation is key

- Platforms: All
  - Plan early and often on how to execute a successful social media campaign
  - For most events, it would be a good idea to plan 1-2 weeks ahead of time
  - For more important events, start a consistent and often push as early as three weeks ahead (ex. recruitment, intro fair w/ Q&A)



# Tips on Growing Social Media Platforms (Cont.)

- Reel/Compilation
- Platforms: Facebook, Instagram, Snapchat, YouTube, TikTok
  - It's always good to have an End-Of-Year review or a similar style of recap reel.
  - Demonstrate to potential members what they can expect from joining your respective organizations, the level of involvement, and bond they might find from your organization.

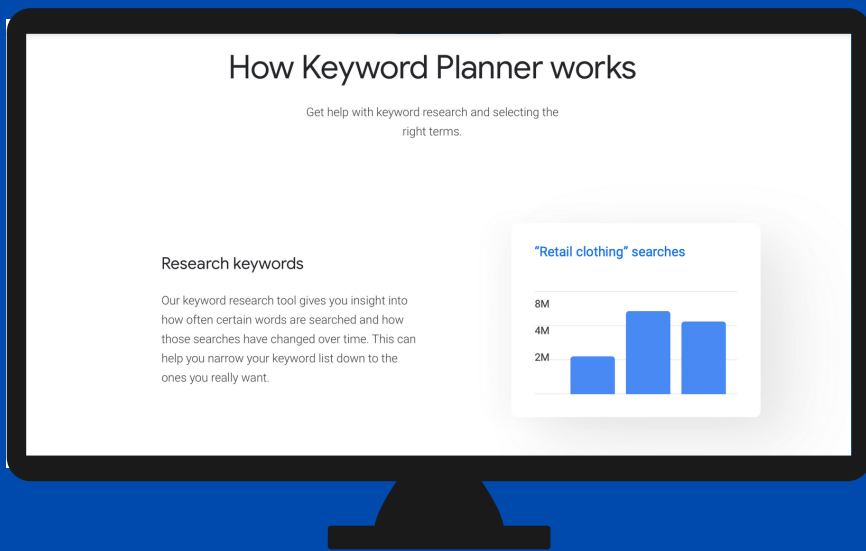


- Advertise Your Events
  - Platforms: All
  - Provide your audience with a brief description of the events (Name of the event, purpose/goal of the event, dates, contact info, helpful URLs) Keep a record of attendance and document the event process for future reference



# Tips on Growing Social Media Platform (Cont.)

- Connect/collaborate with other clubs/orgs to co-host or support one another's events
  - Platforms: All
    - Unity is one of the defining characteristics of a strong community, for RCOs, this couldn't be any more true.
    - Reach out to other clubs and orgs if you have ideas that could encourage teamwork and potentially collaborate on a specific event
    - Supporting one another's efforts for events will cultivate a symbiotic relationship.
    - Forming a strong foundation for an engaging community
- Keyword Selection
  - Platforms: Instagram, Facebook, Twitter, YouTube
    - Choice of words when advertising could often times be the deciding factor between a winning and losing event campaign
    - Resource: [Google Keyword Planner](#), [All-hashtag](#)
    - [Tutorial](#) for Google Keyword Planner
    - [All-hashtag](#) is a straightforward service that provides insight based on the usage and real-time data of each keyword being used
    - The resources that were introduced are effectively a review tool for the effectiveness of hashtags, keywords, etc. For a comprehensive view of media engagement in specific words/phrases



# Social Media Networking

- Connect with the student body on various platforms to grow the network of your respective organizations
  - Virtual Event Programming
    - Develop events that can create engagement between attendees
    - Connections are more difficult to build now, more than ever
    - Facilitate a smooth event execution through extra preparation
      - Schedule events early
      - Submit events through CatLife for approval
      - Rehearse events before the actual session for fluidity
      - Prepare Ice breakers and group activities for a more attentive crowd
  - Host virtual mixers
    - Using familiar tools such as Zoom or Microsoft Teams to create virtual mixers between organizations
    - Encourage partnership between Organizations
    - Resources to host a great virtual mixer
      - [General Events](#)
      - [Networking Sessions](#)





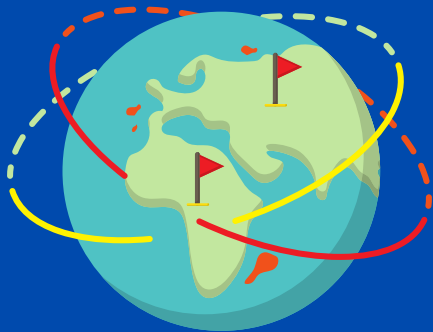
## Digital Etiquette

We aim to form a welcoming and friendly digital space, although we do not see each other face to face we need to be mindful of our interactions with others.

- No provocative content (Cursing, hate speech)
- Be mindful of other's preferences, use the appropriate language (Religious, identity, political, etc.)
- Be respectful towards other's opinions
- No irrelevant or promotional content for personal benefits
- Use accurate information

For more information on specific questions relating to digital etiquette, please review the official [UC e-communications guideline](#) and [UC Merced COVID-19 Policies](#) email [clubsandorgs@ucmerced.edu](mailto:clubsandorgs@ucmerced.edu)



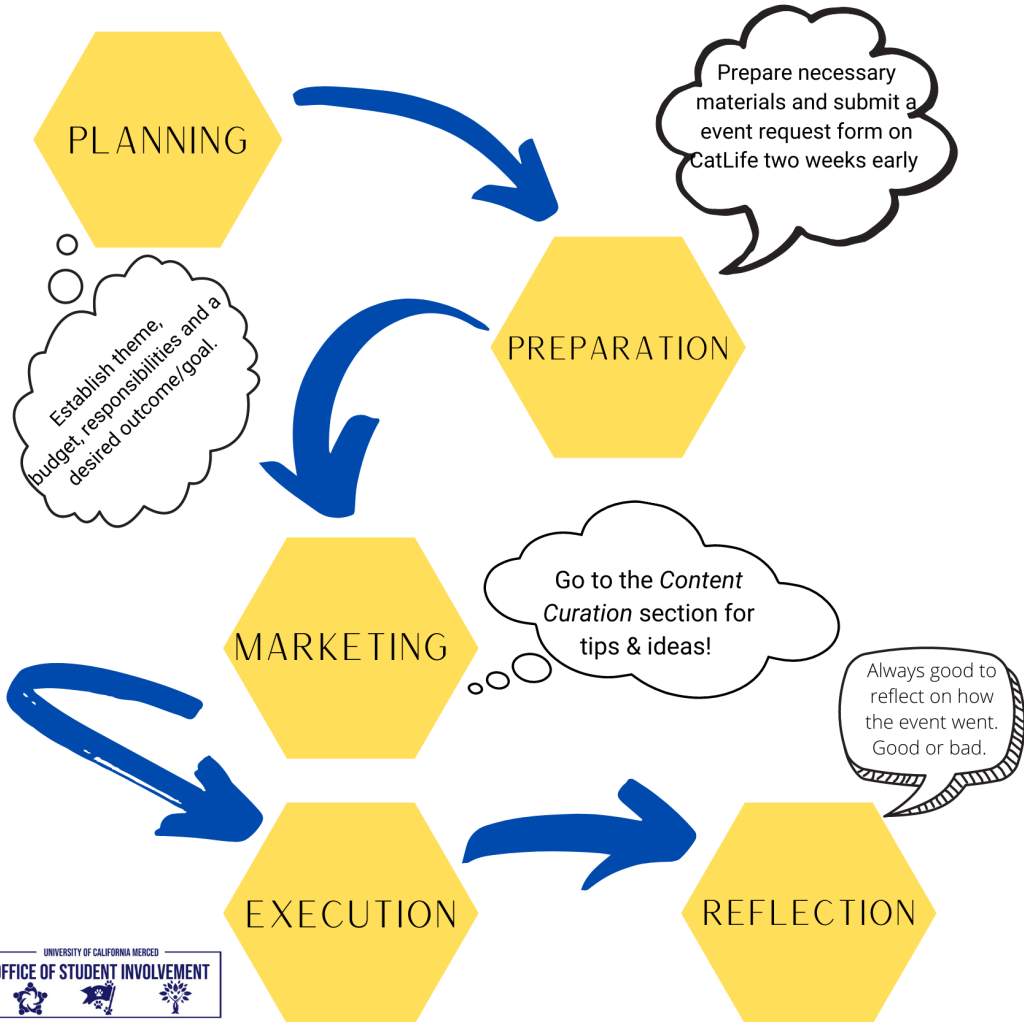


# RECRUITING VIRTUALLY



# Recruitment Process Overview

*"Recruitment isn't just during recruitment. It is a 24/7, 365 days full-time job. Recruitment is every single conversation you have throughout the day, every single interaction you have with another person. Letting them know who you are and who you represent." - Hayley Montoya (Coordinator of Student Involvement)*



# Recruitment Event Programming

## Virtual Event Programming Ideas

- Theme
  - Prepare an overarching theme for an event or a series of events to develop a consistent and impactful atmosphere
  - Be creative, unique experiences leave a deeper impact
  - Creating Engagement Ice Breaker Activities
    - The most effective method in warming up crowds promotes networking through team-building exercises
    - For larger events use virtual team rooms to have groups do the activities simultaneously
    - Ideas for ice breakers
      - [Ice breaker Ideas](#)
      - [More ideas!](#)
- Panel Presentation
  - Often people feel more comfortable to engage in a large group setting, having a panel for a small group will give the presenter an easier time to engage with the audience as well
  - Give panel members a chance to introduce themselves and give some background information on themselves
  - Ideas for a better panel presentation
    - Article on [Preparation/Execution of Panels](#)
    - Article on [Facilitating an Interactive Discussion](#)
  - Asking for Clerical Feedback
    - The digital environment is full of distractions, throughout presentations so be sure to check-in with the audience and see if there's any potential confusion or questions
    - It's a good way to check the engagement level of audiences
    - Opportunity for people to express their opinions
    - Example questions
      - Are there any questions on this topic?
      - Anyone need me to go over \_\_\_\_?
      - Does \_\_\_\_ make sense to everyone?

# Recruitment Event Programming (Cont.)

## • Informational

- General Information sessions should provide potential new members with an outlook on the purpose, culture, and background of your organizations
- Present past events to provide a visual medium for what the audience can expect from club events
- Prepare for questions and concerns concerning the presentation topic, ask for questions at the end
- Be sure to leave your contact information at the end, in case attendees wanted to learn more about your organizations
  - Hosting Informational Resource Guide

## • Socials

- Introductions from active members are strongly encouraged just to create familiarity between members and prospective members
- Foster familiarity through various virtual activities
  - Refer back to **the Ice breaker section** of the document for general ideas and further information
  - Be sure to include all attendees during activities
  - Explore the breakout room feature to set up groups of attendees for individual communication
- Understand how to utilize certain platforms more efficiently
  - Not all events will be going according to the agenda all the time
  - Prepare to make back up options for certain activities if one doesn't seem to work
  - Try and prevent to the best of your abilities, any in-person events due to current circumstances





# Learning to Transition in to Online Operations

## Team Connection

- Update necessary group chats and member pages with current member roster, a reminder for upcoming organization events, and keep active communications for event planning or group meetings
- Utilize tools such as Zoom, Microsoft Teams, Facebook Messenger, etc. to stay connected as a team and host virtual meetings for members per [University COVID-19 Guidelines](#)
- Regularly check up on individual members to see how they are doing and keep team morale high; each individual holds great importance within the organization

## Relevant Resources

- Attend virtual events hosted by the Office of Student Involvement for opportunities to learn about operating as an online organization and ask our staff questions about the transition process.
- Reach out to our team at [clubsandorgs@ucmerced.edu](mailto:clubsandorgs@ucmerced.edu)
  - Zoom
    - Zoom is a video conferencing platform; it has been recognized as a classroom replacement for a large number of higher education institutions in the US. Understanding how the service runs and gaining a comprehensive knowledge of how this platform operates will enable a better event engagement for virtual attendees
    - Visit the [Zoom Help Website](#) to learn more on how to better utilize Zoom
  - Microsoft Teams
    - Integration with the UC Merced Outlook system makes this platform extremely user friendly for UC Merced Students.
    - Whether you are working in groups for classes or running meetings for your orgs; Microsoft Teams Create teams, allows collaboration on team channels with specific groups for brainstorming and reaching out to new students you've never met before!
    - Tutorial on [how to set up project-specific teams and channels](#)
  - Remind
    - Use the remind app to send out automated group reminders for meetings, events, and day-to-day club operation
    - For more information please visit the Remind website

# Learning to Transition in to Online Operations

## (Cont.)

- **Google Calendar**

- Have a uniform way of keeping track of important deadlines, events, and meetings through an online calendar service to keep all members up to date
- Consistently update the calendar to keep everyone informed
- Alternatives
  - Microsoft Outlook
  - Calendly
  - iCalendar
- For more information please visit Google Calendar

- **CatLife**

- CatLife is a resource for RCOs that will allow students to network, create resources, develop goals, work on projects, develop membership lists, manage data, share materials, post events and use a campus-wide calendar.
- Update CatLife consistently to give potential/current members the most updated information
  - Visit the Clubs and Orgs website for more information on how to use CatLife
  - Email clubsandorgs@ucmerced.edu for further questions



# Content Curation

## Instagram

- **Member Spotlight**

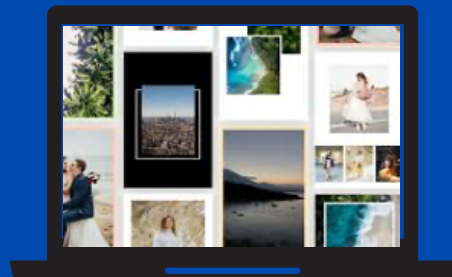
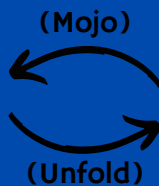
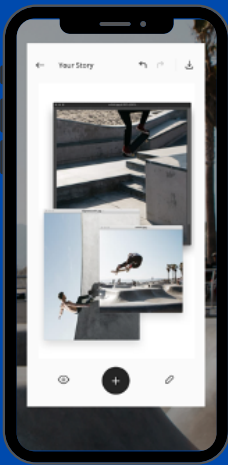
- Showcase individual member's personalities through an introduction post on your feed (ex. Name, year, major, hometown, hobbies, music preference, etc.) there's a lot of room for creativity here, have fun with it!
- What this can do for your org
  - Promote engagement
  - Supporting individualism
  - Fostering familiarity

- **Instagram Takeover**

- Have a day of themed Instagram stories, include your members if you can!
- Display what you do daily to support your causes
- What this can do for your organization
  - Forge personal connections
  - Provide a consistent form of content
  - Expand digital network

- **Explore a variety of editing Apps for Instagram**

- Story Templates and Editors
- Mojo: is an app to create social stories with a professional look. The app offers hundreds of animated templates to create eye-catching stories. You can add photos and videos to any template. Share directly from the app to any social platform, or save a video to your phone.
- Unfold: Stories for social media are sequences of images or videos that display for a certain amount of time and offer a snapshot into the events of your day. With Unfold, you can upload images and videos, then use Unfold's built-in templates, fonts, and stickers to customize your stories before sharing them.



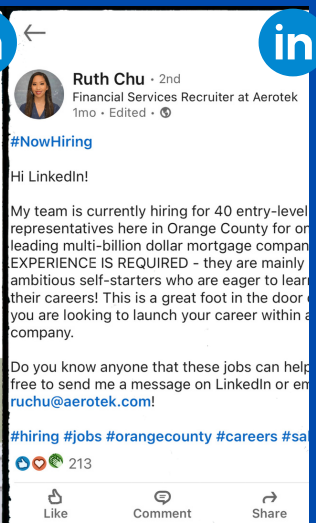
# Content Curation (Cont.)

## Facebook

- Page Contents
  - Introduce your organization
    - Be sure to include some of the following information
    - Name of your organization
    - Contact information
    - Social media accounts
    - CatLife link for event updates
  - Think about the type of impression you would want to make on your audience
  - Be consistent with updates in regards to events, recruitment, etc.
  - Check out the Office of Student Involvement Facebook Page for an example
- Campaign through Facebook
  - Example
    - Treats n beats' Facebook post

## LinkedIn

- Professional development resources
  - Introduce resources to members and followers which gives opportunity for training and work-shop
  - Example
    - Study Abroad Fair Informational Post on LinkedIn
- Recruitment post
  - Connect professional opportunities to your audience by sharing various hiring opportunities
  - Example
    - LinkedIn Recruitment Post
- Building a network for your members
  - Utilizing the group feature on LinkedIn to create a community for your members and specifically posting that can be made available only to members of the community



# Content Curation (Cont.)

## YouTube

### • Recruitment Video

- Brief outlook into what potential new members can expect from your organization
- Showcase fellowship and what being in a close-knit organization feels like
- Mission Statement of your organization, doesn't necessarily have to be a statement, it could also be a common goal or objectives
- **\*Be mindful of our current health constraints due to COVID-19\***
  - Check out the recruitment video for [Kappa Alpha Delta, Texas A&M](#)

### • Event updates

- Document your events, short synopsis on your events would be engaging
- Dedicate specific sections of events for documentation
  - See [USF Anchor Splash Recap](#) video for reference

### • Philanthropy

- Show potential new members that service for the local community shouldn't be something you dread, it could also be fun and further the bond between members
- Encourage giving back to the community





# Content Curation (Cont.)

## Tools to help with the Creation Process

- Canva

- Web-based photo editing tool, aimed for flyers and presentations

- **Pros**

- User friendly interface
- Easy to navigate
- Free version available

- **Cons**

- Limited features compared to Photoshop
- Premium membership needed for full access

- Adobe Creative Cloud

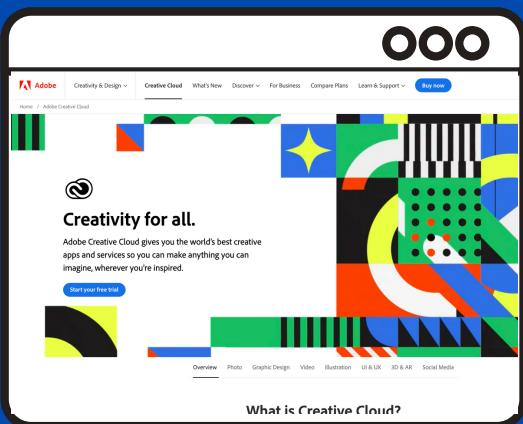
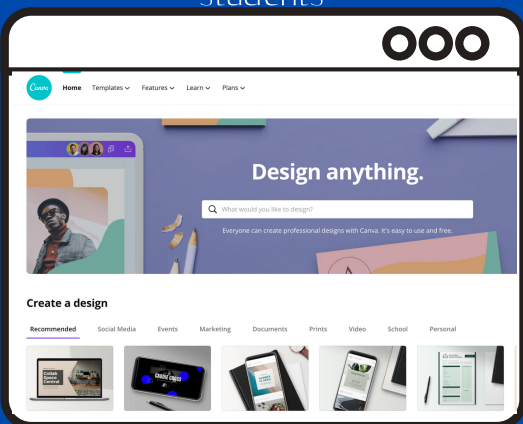
- Subscription based service for Photography, video, design, UI and UX, 3D and AR, and social media.
- Creative Cloud has everything you need, wherever your imagination takes you

- **Pros**

- Dynamic and complex designs
- Comprehensive features
- The most popular visual effects platform
- Assortment of tools for a variety of visual art

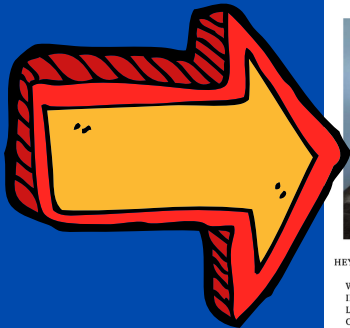
- **Cons**

- Requires advanced editing knowledge
- Paid subscription service starting at \$19.99/month for students



# Content Curation (Cont.)

The attached page is a great example of what a short description of your club could look like when introducing your organizations to your potential new members, or even highlighting your specific chairs or members! This example was extracted from the [Clubs and Organizations' Virtual Hub 2020 Guide](#), check it out if you want to see other similar examples. You can utilize these strategies on all platforms!



## RADIOBIO

**FOUNDED:** 2017  
**ESTABLISHED AT UC MERCED:** 2017

**DUES:** \$0

### FUN FACTS

- RadioBio interviewed a theoretical physicist from Princeton who is the son of the original voice of Boba Fett in Star Wars, The Empire Strikes Back.
- RadioBio was featured on NSF's online multimedia platform, 'Science 360'.
- We have listeners in over 50 countries.



**EVENTS:** RadioBio Podcasts, ValleyBio, GradSTORY, Dispatch Releases, Speaker series collaboration with SACNAS

## PSYCHOLOGY CLUB

**FOUNDED:** N/A  
**ESTABLISHED AT UC MERCED:** 2014

**DUES:** \$20 for new members and \$10 for returning members

### FUN FACTS

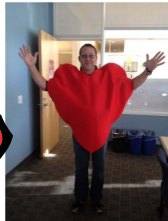
- Both social and academic club!
- Works with Psi Chi (honor's club in psychology)



**EVENTS:** Psychology of Halloween, Attending Psychology Conference

## MEET OUR OSI STAFFS

HELLO BOBCATS,



MY NAME IS JIM GREENWOOD AND I HAVE HAD THE PLEASURE OF WORKING WITH STUDENT CLUBS AND ORGANIZATION HELPING SUPPORT STUDENT EVENTS FOR YEARS. MY ABSOLUTE FAVORITE EVENTS ARE OUTSIDE EVENTS AND FESTIVALS. ONE OF MANY THINGS THAT MAKE ME PROUD TO BE PART OF THE BOBCAT FAMILY IS SUPPORTING STUDENT EVENTS AND SHARING OUR LIVES TOGETHER.

FELL FREE TO EMAIL ME ANYTIME IF YOU HAVE QUESTIONS OR JUST WANT TO BRAINSTORM YOUR IDEAS.

**JIM GREENWOOD,**  
COORDINATOR OF BOBCAT TRADITIONS AND SCHOOL SPIRIT

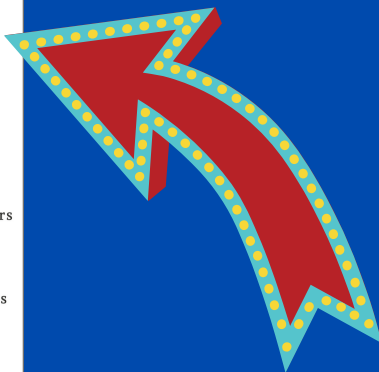
HEY BOBCATS!

WE WELCOME YOU TO THE OFFICE OF STUDENT INVOLVEMENT'S VIRTUAL HUB! THIS IS WHERE YOU CAN LEARN A LITTLE BIT MORE ABOUT THE CLUBS AND ORGANIZATIONS WE HAVE ON CAMPUS.

MY NAME IS HAYLEY MONTVOYA AND I CURRENTLY SERVE AS ONE OF THE COORDINATORS FOR THE OFFICE OF STUDENT INVOLVEMENT. I OVERSEE AND ADVISE ALL REGISTERED CLUBS AND ORGANIZATIONS AND FRATERNITY AND SORORITY LIFE. I'VE WORKED ON CAMPUS FOR ABOUT TWO YEARS NOW AFTER FINISHING MY MASTERS OF ARTS IN EDUCATION, OPTION IN HIGHER EDUCATION, ADMINISTRATION, & LEADERSHIP AT FRESNO STATE. I AM ALSO A PROUD UC MERCED ALUMNA, C/O 2016. I DEVELOPED MY PASSION FOR STUDENT AFFAIRS BEING INVOLVED ON CAMPUS!

PLEASE KNOW THAT I AM HERE AS A RESOURCE FOR ALL OUR STUDENTS. OUR OFFICE IS HERE TO PROVIDE WHAT YOU OR YOUR CLUB/ORGANIZATION NEEDS IN ORDER TO BE SUCCESSFUL. DO NOT HESITATE TO REACH OUT TO US IF YOU OR YOUR CLUB ARE LOOKING FOR SUPPORT. I WILL BE WORKING ON DEVELOPING NEW AND UPDATED TRAININGS OR WORKSHOPS TO HELP DEVELOP YOUR CLUB, FOCUSING ON MAKING THE EVENT PLANNING AND CLUB REGISTRATION EASIER, ADVISING ANY OF OUR ORGANIZATIONS WHO NEED IT, AND MORE! YOU CAN FEEL FREE TO REACH OUT TO ME VIA EMAIL AT [HMONTVOYA@UCMERCED.EDU](mailto:HMONTVOYA@UCMERCED.EDU).

#BOBCATPROUD #BOBCATSTRONG





## OFFICE OF STUDENT INVOLVEMENT

# GET CONNECTED WITH OSI



@ucmercedosi  
@ucmercedfsl

@ucmercedcab



@ucmercedosi  
@ucmercedfsl

@ucmcab



@ucmcab  
@ucmercedfsl



UC Merced Clubs and Orgs



<https://fraternitysorority.ucmerced.edu>  
<https://clubsorganizations.ucmerced.edu>  
<https://catlife.ucmerced.edu>  
<https://studentinvolvement.ucmerced.edu>  
<https://asumcab.com>



General OSI Inquiries and ASUCM

Tawana Parks, Director of Student Involvement

[tparks@ucmerced.edu](mailto:tparks@ucmerced.edu)

OSI and ASUCM Campus Activities Board

Enrique Guzman, Associate Director of Student Involvement

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Jim Greenwood, Coordinator of Bobcat Traditions and School Spirit

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