

Tips for tweeting:

1. TWITTER HANDLES AND HASHTAGS

Including handles and hashtags in tweets boosts the visibility of the topics and organizations you're mentioning, and increases engagement/amplification.

Important Note: Don't place a handle at the very beginning of tweet because the tweet will only go to that handle. The convention is to add a dot "." before the handle to have it go to all your followers.

2. TWEETING AT CONFERENCES & EVENTS

THINK before tweeting:

- Focus on short, interest-grabbing, fact-based tweets.
- Avoid personal, inflammatory, or inaccurate remarks. OK to paraphrase, but direct quotes best when possible.
- Familiarize yourself with schedule, speakers, handles and hashtags and plan some tweets in advance.
- Great if you can tweet handles of participants before a session starts; then others have the opportunity to learn the handles and tweet as well.
- Include affiliation hashtags and secondary handles to alert organizations that you've tweeted something related to them and for variety.
- Live tweeting of content is best; in unlikely scenario of nothing interesting to tweet (or waiting for a panel to start), tweet an interesting fact from a panelist's bio or say who they are/organizations where they work.
- Bring notebook or laptop (assuming wireless) or a back-up external charger for your phone if you plan to tweet more than one session in a row -- battery life drains quickly, esp. when uploading photos.

PLEASE TAG ALL POSTS WITH #YaleAlumni using handle or hashtag from your organization!

Yale Alumni



Social Media Guide

#YaleAlumni

April 2016

YALE ALUMNI SOCIAL MEDIA DIRECTORY

Is your alumni class, club, or shared interest group active on social media?
 Tweet us @YaleAlumni or email your info to: YaleAlumniSM@gmail.com

Organization

Association of Yale Alumni (AYA)

Students and Alumni of Yale (STAY)

Yale Alumni Service Corps

Yale Alumni College

Yale for Life

Colorado Yale Association

Yale Alumni Association of Boston

Yale Alumni Association of Maryland

Yale Alumni Association of New York (YAANY)

Mid-Hudson Yale Club

Yale Club of Central California

Yale Club of Chicago

Yale Club of Cincinnati

Yale Club of Fresno

Yale Club of Gainesville

Yale Club of Georgia

Yale Club of Japan

Yale Club of London

Yale Club of Los Angeles

Yale Club of New Haven

Yale Alumni Assoc of Louisiana

Yale Club of New York

Yale Club of Philadelphia

Yale Club of Richmond VA

Yale Club of San Diego

Yale Club of San Francisco

Yale Club of Silicon Valley

Yale Club of South Texas

Yale Club of St. Louis

Yale Club of Washington DC

Alumni of the Yale Russian Chorus

Association of Asian American Yale Alumni (AAAYA)

Eli's Mishpacha

Yale School of Management Alumni Association

Spizzwinks Alumni

Yale Alumni Non-Profit Alliance (YANA)

Yale Alumni Real Estate Association

Yale Black Alumni Association (YBAA)

Yale Blue Green

Twitter Handle

@YaleAlumni

@STAYatYale

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@YaleAlumniCol

@YaleForLife

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@YaleBoston

@YaleMaryland

@YaleAlumAssocNY

@MHVYaleClub

@YaleCluboftheCV

@YaleChicago

@CincyYaleClub

@YaleFresno

@YaleGainesville

@YaleClubGA

@YaleClubofJapan

@YaleClubLondon

@YaleClubLA

@YClubNewHave

@YaleLouisiana

@YaleClubNYC

@YaleClubPHL

@YaleClubRVA

@YaleClubofSD

@YCSF

--

@YaleClubSouthTX

@YaleClubSTL

@YaleClubDC

--

@AAYaleAlumni

@ElisMishpacha

@YaleSOMalumni

@SOMinDC

@SpizzwinkAlumni

@Yale_NonProfit

@YaleAREA

@YaleBlackAlumni

@YaleBlueGreen

Yale Day of Service

Yale Gay and Lesbian Alumni (Yale GALA)

Yale Graduate School Alumni Association

Yale in Hollywood

Yale International Alliance

Yale Journalism Association

Yale Latino Alumni Association

Yale Political Union Alumni Association

Yale SIGs

Yale Veterans Association

YaleWomen

Feb Club Emeritus

Yale Aids Memorial Project (YAMP)

Yale Class of 1975

Yale Class of 1983

Yale Class of 1985

Yale Class of 1987

Yale Class of 1988

Yale Class of 1989

Yale Class of 1990

Yale Class of 1991

Yale Class of 1993

Yale Class of 1994

Yale Class of 1995

Yale Class of 2003

Yale Class of 2004

Yale Class of 2006

Yale Class of 2009

Yale Class of 2010

Careers, Life, Yale

Yale Tech UK

@YaleDayService

@YaleGALA

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@YaleinHollywood

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@YaleLatinos

@YPUAA1

@YaleSIGs

@YaleVeterans

@YaleWomen

@FebClub

@YAMPYAMPYAMI

@Yale75Fortieth

@Yale1983

@YaleCollege1985

@YaleCollege1987

@YaleCollege1988

@Yale1989

@Y90_Reunion

@Yale_1990

@YaleCollege1991

@YaleClassof1993

@YaleClassof94

@YaleClassof95

@Yale2003

@YaleCollege2004

@YaleClassof2006

@YaleCollege2009

@Yalies2010

@CareersLifeYale

@YaleTechUK

Bold → Active account (tweets within last six months)

-- → No twitter handle currently, but find them on other social media platforms (including Facebook, LinkedIn, or Instagram)!