EMAIL
The Alumni Association can produce 1 monthly broadcast email on behalf of the club
- Please allow 1 week to produce, approve and send
- You must fill out the Email Request Form first and provide the Alumni Association final approved text upon sending in:
  http://bit.ly/OUAlumniClubEmailForm
- Emails will be sent to OU Alumni in your area
- You will receive 1 proof for any needed adjustments

MAILING:
The Alumni Association can produce 1 mailing per year (postcard/newsletter) at no cost to the club
- Please allow 4 total weeks to produce, print and mail your invitation or postcard.
- You must fill out the Print Request Form first and provide the Alumni Association final approved text upon sending in:
  http://bit.ly/OUAlumniClubPrintForm
- You must provide the Alumni Association the final approved text needed to produce the mailing.
- You will receive a proof before it is printed

LOGOS:
To ensure consistency among all OU Clubs, the OU Alumni Association has created two approved template logos that we ask you use.
- Logos available in horizontal or vertical form
- Color options include red, white and black
- Please email cari@ou.edu to obtain all logos, at no cost to the club

SOCIAL MEDIA:
The Alumni Association encourages each club to have at least one of the following social media accounts:
- Facebook
- Twitter
- Instagram
- Please email cari@ou.edu if you need help starting an account. We will provide you an official OU Alumni Social Media Kit, that includes your approved club logo for profile pictures and high-resolution images for cover photos
WHY YOUR CLUB NEEDS A SOCIAL MEDIA ACCOUNT:
- Connect with OU alumni in your area
- Grow your club
- Generate conversations with members and potential members
- Quickly and easily share information FOR FREE!

TWITTER:
- Follow @OU_Alumni
- Use @OU_Alumni and #OUAlumni when referring to the OU Alumni Association
- Retweet if someone tweets about how great your club is!
- Follow back your followers, but check each profile to ensure you're not following spammers, robots or solicitors
- What to Tweet:
  - Information/details about upcoming events
  - Club scholarship awards
  - Watch party locations and times
  - Jobs in the area

FACEBOOK
- When setting up a Facebook profile, please set up a page, not a group so the OU Alumni Association page can “Like” your club page!
- “Like” the OU Alumni Association page
- What to post
  - Photos and videos from events and watch parties
  - Event information
  - Relevant news
  - Jobs in the area

INSTAGRAM:
- Follow @sooneralumni
- Sign up for an account through email or Facebook
- Use relevant hashtags to get your content noticed
  - (Example: OU Club of Norman - hashtag your city (#Norman, #NormanSooners)
- Use @sooneralumni and #OUAlumni when referring to the OU Alumni Association
- What to Insta:
  - Club Events
  - Watch parties
  - Scholarship recipients

GENERAL GUIDELINES
+ PROFILE PHOTO: Choose your approved club logo that you received in your social media kit
+ NAMING: If you can, use the same naming convention across all social media platforms. www.facebook.com/OUClubofNorman
  www.twitter.com/OUClubofNorman
  www.instagram.com/OUClubofNorman
+ Make sure you are posting a variety of relevant, valuable and engaging content. Examples include articles, links, photos, videos and events. Ideally, most of your links should lead back to your club website.
+ If you need content, look at the OU Alumni Association social media accounts, website or the official University of Oklahoma social media accounts.
Facebook: The University of Oklahoma
Twitter: @UofOklahoma
Instagram: @UofOklahoma
+ When the person who manages your social media site leaves, make sure that the passwords are changed to prevent any unwanted posts.

RESOURCES
+ bitly.com: Use to shorten long URL's and can customize links. Great for twitter
+ www.tweetdeck.com: Use to update Twitter and get notifications when your club is mentioned.
+ Facebook Pages Manager: Download this free app on your tablet or phone to connect with your audience and keep up with activity on multiple Pages, all in one place
+ www.latergram.me: Schedule and manage your Instagram posts, upload images from your phone
Examples

**HORIZONTAL BLACK**

**HORIZONTAL RED**

**HORIZONTAL WHITE**

**VERTICAL BLACK**

**VERTICAL RED & SOCIAL MEDIA PROFILE LOGO**

**VERTICAL WHITE**
CLUBS ON SOCIAL MEDIA

TWITTER:
@OUClubofMN  
@OUFortWorth  
@OUClubofStLouis  
@LASooners  
@IndySooners  
@OUClubofAZ  
@PhillySooners  
@PDXSooners  
@OUClubofIowa  
@OUClubofUtah  
@OUClubNewMexico  
@OUNorthTX  
@OUClubofBoston  
@SoonersoftheNW  
@OUClubTulsa  
@OUClubofTulsa  
@ouclubofaustin  
@OUclubofkc  
@OUDallas  
@OUClubofHouston  
@nycsooners  
@OUClubofCO  
@OUClubCollinCo  
@DCSooners  
@OUClubofWichita  
@OUClubofCLT  
@OU_Club_Chicago  

FACEBOOK:
OU CLUB OF NW ARKANSAS  
OU CLUB OF ARIZONA  
OU CLUB OF GREATER LOS ANGELES  
SOONER CLUB OF SAN DIEGO  
SAN FRANCISCO BAY AREA SOONERS - CLOSED GROUP  
OU CLUB OF COLORADO  
OU CAPITAL CLUB - DC SOONERS  
TALLAHASSEE SOONERS  
OU CLUB OF TAMPA BAY  
OU CLUB OF SW FLORIDA  
SOUTH FLORIDA-MIAMI SOONERS  
OU CLUB OF ORLANDO  
EMERALD COAST OU CLUB  
UNIVERSITY OF OKLAHOMA ALUMNI AND SOONERS IN MINNESOTA  
OU CLUB OF DETROIT  
UNIVERSITY OF OKLAHOMA CLUB OF BOSTON  
OU CLUB OF LOUISVILLE  
OU CLUB OF WICHITA  
OU CLUB OF KANSAS CITY  
OU CLUB OF CHICAGO  
OU CLUB OF IOWA  
OU CLUB OF ATLANTA  
OU CLUB OF LATINO ALUMNI & FRIENDS  
OU CLUB OF COLUMBUS  
NYC SOONERS  
SOONER CLUB OF LAS VEGAS  
OU CLUB OF NEW MEXICO  
OU CLUB OF CHARLOTTE - CLOSED GROUP  
OU CLUB OF ST. LOUIS  
OU CLUB OF CLARKSVILLE  
OU CLUB OF PORTLAND  
OU CLUB OF WOODWARD & NW OKLAHOMA  
OU BLACK ALUMNI SOCIETY-OKC/NORMAN CHAPTER - CLOSED GROUP  
OU CLUB OF TULSA  
OU NAVAL ROTC ALUMNI - 2 PAGES; 1 OPEN, 1 CLOSED?  
OU CLUB OF WISCONSIN  
OU SOONER CLUB OF PUGET SOUND  
OU CLUB OF UTAH  
OU CLUB OF SAN ANTONIO - CLOSED GROUP  
OU CLUB OF HOUSTON  
OU CLUB OF FORT WORTH  
OU CLUB OF GREATER EL PASO - LAS CRUCES  
OU CLUB OF DALLAS - 2 PAGES  
OU CLUB OF COLLIN COUNTY  
OU ALUMNI CLUB OF CENTRAL TEXAS  
OU CLUB OF AUSTIN  
OU CLUB OF LONDON & UK  
OU ALUMNI CLUB OF NEW ORLEANS

INSTAGRAM:
@ouclubofcolorado  
@ouclubamarillo  
@ou__club_chicago  
@ouclubofnola  
@ouclubofboston  
@oucluboftulsa  
@ou_club_of_houston  
@NYCsooners