
CLUB COMMUNICATIONS

Policies



The OU Alumni Association is available to assist and support clubs/societies in their communications efforts. Consistent and effective communication is important for club/society success. This document outlines the rules/regulations, and communications support the OU Alumni Association can provide.

DISTRIBUTION LISTS:

A confidentiality agreement must be signed and on file with the OU Alumni Association before any club/society communication piece is distributed. The agreement can be found here:

http://www.ou.edu/content/alumni/clubs/club_resources.html

Club/society communication will be sent to alumni and friends within a defined geographic area and/or affinity group. Distribution lists will be provided by the OU Alumni Association in partnership with the OU Alumni Records office.

Distribution lists will be generated by geographic location (county, city or zip code range) and/or affinity group.

Affinity and non-geographic club/society distribution lists will be generated within the confines of their respective group.

Andrew Wertz, club manager, will work with each club/society on identifying the distribution list for each group. He can be reached at:

Andrew Wertz, Club Manager

(405) 325-2787

awertz@ou.edu

The OU Alumni Association will provide each club/society with the following:

- OU Club/Society logo kit (All club/society logos have been pre-approved from OU Licensing)
- One email communication piece per MONTH
- One print communication piece per YEAR
- Social Media Support (Logos, Campus Images, etc.)



@OU_Alumni



@sooneralumni



/SoonerAlumni



@sooneralumni



ousooneralumni



The OU Alumni Network

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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 or by affinity affiliation
- 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.
- Mailings will be sent to OU Alumni in your area or by affinity affiliation
- 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**



@OU_Alumni



@sooneralumni



/SoonerAlumni



@sooneralumni



ousooneralumni



The OU Alumni Network

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 you're 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
- + **Later:** Schedule and manage your Instagram posts, upload images from your phone



APPROVED OU ALUMNI CLUB LOGOS

Examples



HORIZONTAL RED



HORIZONTAL BLACK



HORIZONTAL WHITE



VERTICAL RED &
SOCIAL MEDIA PROFILE LOGO



VERTICAL BLACK



VERTICAL WHITE



@OU_Alumni



@sooner alumni



/SoonerAlumni



@sooner alumni



ousooner alumni



The OU Alumni Network

CLUBS ON SOCIAL MEDIA



TWITTER:

ARIZONA: @OUclubofAZ
CALIFORNIA: @LASooners
COLORADO: @OUclubofCO
DC: @DCSooners
IOWA: @OUclubofIowa
INDIANA: @IndySooners
KANSAS:
- @OUclubofkc
- @OUclubofWichita
ILLINOIS: @OU_Club_Chicago
MASSACHUSETTS: @OUclubofBoston
MINNESOTA: @OUclubofMN
MISSOURI: @OUclubofStLouis
NEW MEXICO: @OUclubNewMexico
NEW YORK: @nycsooners
OKLAHOMA:
@OUclubTulsa
@OUclubofTulsa
OREGON: @PDXSooners
PHILADELPHIA: @PhillySooners
TEXAS:
- @ouclubofaustin
- @OUclubCollinCo
- @OUDallas
- @OUFortWorth
- @OUclubAmarillo
- @OUclubofHouston
- @OUNorthTX
UTAH: @OUclubofUtah
@OUclubofCLT

INSTAGRAM:

COLORADO: @ouclubofcolorado
ILLINOIS: @ou_club_chicago
LOUISIANA: @ouclubofnola
MASSACHUSETTS: @ouclubofboston
NEW YORK: @NYCSOONERS
OKLAHOMA: @oucluboftulsa
TEXAS:
- @ouclubamarillo
- @ou_club_of_houston

FACEBOOK:

ALABAMA: OU CLUB OF BIRMINGHAM
ARKANSAS: OU CLUB OF NW ARKANSAS
ARIZONA: OU CLUB OF ARIZONA
CALIFORNIA:
- OU CLUB OF GREATER LOS ANGELES
- SOONER CLUB OF SAN DIEGO
- SAN FRANCISCO BAY AREA SOONERS
COLORADO: OU CLUB OF COLORADO
DC: OU CAPITAL CLUB - DC SOONERS
FLORIDA:
- EMERALD COAST OU CLUB
- OU CLUB OF ORLANDO
- MIAMI SOONERS
- OU CLUB OF SOUTH FLORIDA
- OU CLUB OF SW FLORIDA
- OU CLUB OF TAMPA BAY
- TALLAHASSEE SOONERS
GEORGIA: OU CLUB OF ATLANTA
IOWA: OU CLUB OF IOWA
ILLINOIS: OU CLUB OF CHICAGO
KANSAS:
- OU CLUB OF KANSAS CITY
- OU CLUB OF WICHITA
KENTUCKY: OU CLUB OF LOUISVILLE
LOUISIANA: OU ALUMNI CLUB OF NEW ORLEANS
MASSACHUSETTS: UNIVERSITY OF OKLAHOMA CLUB OF BOSTON
MICHIGAN: OU CLUB OF DETROIT
MINNESOTA: UNIVERSITY OF OKLAHOMA ALUMNI AND SOONERS IN MINNESOTA
MISSOURI: OU CLUB OF ST. LOUIS
NEBRASKA: OU CLUB OF NEBRASKA
NEW MEXICO: OU CLUB OF NEW MEXICO
NEVADA: SOONER CLUB OF LAS VEGAS
NEW YORK: NYC SOONERS
NORTH CAROLINA: OU CLUB OF CHARLOTTE
OHIO:
- OU ALUMNI CLUB OF GREATER CLEVELAND
- OU CLUB OF COLUMBUS
OKLAHOMA:
- OU BLACK ALUMNI SOCIETY-OKC/NORMAN CHAPTER
- OU CLUB OF LATINO ALUMNI & FRIENDS
- OU CLUB OF TULSA
- OU CLUB OF WOODWARD & NW OKLAHOMA
OREGON: OU CLUB OF PORTLAND
PHILADELPHIA: OU CLUB OF SOUTH-CENTRAL PENNSYLVANIA
TENNESSEE: OU CLUB OF CLARKSVILLE

TEXAS:

- OU BLACK ALUMNI SOCIETY - DALLAS/FORT WORTH
- UNIVERSITY OF OKLAHOMA BLACK ALUMNI SOCIETY-HOUSTON
- OU CLUB OF AUSTIN
- OU ALUMNI CLUB OF CENTRAL TEXAS
- OU CLUB OF COLLIN COUNTY
- OU CLUB OF DALLAS
- OU CLUB OF GREATER EL PASO - LAS CRUCES
- OU CLUB OF FORT WORTH
- OU CLUB OF AMARILLO
- OU CLUB OF HOUSTON
- OU CLUB OF SAN ANTONIO
UTAH: OU CLUB OF UTAH
VIRGINIA: OU CLUB OF HAMPTON ROADS
WASHINGTON: OU SOONER CLUB OF PUGET SOUND
WISCONSIN: OU CLUB OF WISCONSIN

INTERNATIONAL:

OU CLUB OF LONDON & UK
OU FRANCE ALUMNI NETWORK