Be a Social Media Ambassador
The Big Four (Plus One)

Knox focuses the majority of our efforts on the following channels:
Why This Matters
Social media is one of the biggest drivers of traffic to the Knox website. For example, more than 50% of traffic to the Vir Das Commencement speaker announcement originated on social media platforms.
Let’s Get Started
Why Be a Social Media Ambassador?

- First and foremost you can help spread the word about Knox, raising the College’s visibility among your social and professional networks.

- Facebook recently changed its algorithm to preference posts from friends and family on your feed, making posts from Knox less prevalent. What this means it that it’s harder than ever to get folks to see Knox content.

- Authenticity is key—we all are more likely to pay attention to and trust content from friends and family no matter the social channel.
#1: Like or follow Knox!
Give a little, get a little.

- Be sure to like or follow the official Knox College accounts on the various social media platforms.*

- Add the #OurKnox Campaign collateral to your social media accounts—change your header or avatar for the duration of the campaign.

*(We may even return the favor!)*
#2: Tag, You’re It!
Tag us in your posts

Facebook  Instagram

Type in @knoxcollege or knoxcollege 1837 and let the platforms do the work (if you follow us, it will link automatically to our page just like it does with your friends).

Twitter

Use @knoxcollege1837 whenever you mention Knox.

Snapchat

Snap us back!

YouTube

Subscribe to our YouTube channel.
#3: Share the Love
Share our stories

Knox has a pretty strong social network, but when our social network combines with yours, it can be a powerful moment.

805 likes, 36 comments, and 238 shares of a Facebook resulted in one of our most powerful posts to date, reaching nearly 33,000 individuals.
Spread the Word

- Post that you just gave to the #OurKnox challenge.

- Share the link to the Our Knox Campaign giving page.

- Link to articles that highlight Knox news, accomplishments, or events that help promote the challenge.
#4: The Power of the Hashtag!
Useful Knox Hashtags

#KnoxProud
#KnoxCollege
#OurKnox
#KnoxYoungAlumni
A few examples of how to use the #

#KnoxProud: highlight an accomplishment by a student, faculty or staff member, or alum, share a positive Knox news story, anything that makes you proud of Knox.

#KnoxCollege: anytime you want your post associated with Knox.

#OurKnox: whenever you give to the campaign or want to encourage others to give.
Thank you!