

## Pride of Arkansas Tour Social Media & Communication Strategy for Travelers

### Notes:

- Use #POAT tag on messages
- Send messages under a staff persona (amcadoo or pprewitt – not dallasarkalumni)
- Hootsuite will help pre-schedule tweets (those in blue could be pre-scheduled)
- Change up the text to make it different (keep in mind 140 characters)
- You might set up text to tweet to make it easy for text based tweets.
- You might switch up who sends out what prior to and after every stop to give it some variety.

### Start of week:

- “Getting Ready” message (Next week, @UAGrad97, @esaxman and I will be traveling AR for our Pride of AR tour. #POAT Join us: <http://bit.ly/6xxbH8>)
- “Headed out” message (I’m hitting the road with @UAGrad97 and @esaxman for week 1 of Pride of Arkansas Tour. #POAT)
- Twitpic of traveling staff before they leave campus

### Prior to each event:

- We’re now heading to (Name of town). (name of county) county is home to over (number) of alumni!
- (2 hours prior) – If you are near (name of town), join us at (time). (insert link to event details).

### During the Event:

- Snap 2 twitpics of people attending (get folks to pose) and mention names in your post.
- Take pictures with digital camera (focus on posed shots)
- Take 1 group photo for the slide show.

### After the Event:

- Great to see the Pride of Arkansas here in (name of town), see you next year! #POAT
- Give any special shout outs to folks we met (and use twitter names if you know them: i.e. @amcadoo) or who joined.
- Upload photos to flickr and then post:
  - Photos from the (name of town) stop of the Pride of Arkansas Tour are online. #POAT (insert link)

Staff Share Information about POAT during the month.

Nearly 300 Arkansas Alumni call Phillips Co home. Some great alumni leaders have come from here. Including UA System Pres. Alan Sugg. #poat

8:00 AM Feb 10th via HootSuite



amcadoo

Dr. Anthony McAdoo

Ramona Collins, Gus Farver, John and Stacie Holloway, Marcus and Andrea Hopkins, #poat are enjoying the Razorback Generations video

7:08 PM Feb 23rd via mobile web



ammonts

Angela Mosley Monts

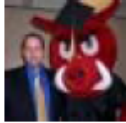
We've made it to San Antonio! Thank you to Life Members, Conley and Charlotte Meredith, for lending us a place to stay! #POAT

3:10 PM Feb 3rd via HootSuite

Retweeted by 1 person



ckbaltz



**Anthony McAdoo** The Fort Worth side of DFW is home to over 1,500 Arkansas Alumni. That number is growing with our recruiting prowess in N. TX. #poat

February 16 at 2:06pm via Selective Tweets · Comment · Like · follow @amcadoo



**Lynann Tullos Papan** Tell my cousins (& UA grads) in Fort Worth I said hi. Nicole & John Zimmerman.

February 16 at 7:42pm · Like



**Carolyn Prescott Baltz** Had a warm welcome in Tyler. Thanks East Texas! On to day 2 of #POAT

February 2 at 12:12am · Comment · Like



**Liz Walker Phillips** where are you going?

February 2 at 7:46am · Like



**Tamara McDannel** question: what is POAT? and are you coming to see Heather?

February 2 at 9:20am · Like



**Carolyn Prescott Baltz** today we're heading to Austin (in Tyler now) Wednesday we'll be in San Antonio and Thursday we'll be in Houston - then back to the Hill.

Tamara - it's the Pride of Arkansas Tour. Our way of bringing Fayetteville to the Alumni across Texas, ...

[See More](#)

February 2 at 9:33am · Like

Write a comment...



**Tammy Williams Tucker** About to head to my hometown of Helena for our lunch event. It will be fun to catch up with some people I haven't seen in a while. #post

February 10 at 9:22am · Comment · Like

Jen Faldon likes this.

Write a comment...