

# Student Steel Bridge Competition

## Social Media

### Official SSBC Hashtags

The official SSBC hashtag is [#SSBCxAISC](#) . Be sure to follow the hashtag to see what other SSBC teams are up too! AISC will post your tagged pictures to our instagram, [@AISC](#) !

### Club Social Media

Social Media has been proven to be an efficient tool for clubs to communicate with fellow officers, publicize events, send out alerts for meetings or organizing your calendars with activities. With proper use of sites like Facebook, Twitter, Instagram, Pinterest, and YouTube, your club will organize work, communicate efficiently, build visibility and collaborate with the community. However, Social Media can also be damaging for your club if not used correctly. So, we've created some tips to ensure your success!

### Private Groups

Creating a private group (such as a Facebook group) can help you advertise club events, promote club goals, and build camaraderie among members.

### Public Pages

Public pages such as Facebook, Instagram, and Twitter are fantastic ways to build a presence online and recruit new members. However, if it is not managed correctly and updated regularly, it can bring a lot of damage to your club! Be sure you have the time and resources, such as a dedicated social media officer, before creating public groups.

#### Suggested items that should go on a Public Page:

- Your logo
- Explanation of the SSBC mission
- Information on Club's schedule of meetings and events
- Short descriptions, images and/or videos of club activities
- Contact information for Club officers
- Information about how interested members can join your Club