10 Ideas for Awesome Content
UVaClub Profile Pages & Social Sharing

Your new UVaClub profile page has been created to maximize the opportunity for you to foster digital engagement with the alumni, parents and friends in your locale. It’s more than a place for newsletters, although news is great; your profile pages can be a hub for storytelling, for sharing advice, for motivating action, to make people laugh, to develop a sense of community, and reveal secrets about your city or region. The opportunities are endless. We’re looking for content that both entertains and informs. We want people to go to your Club profile every day!

Below are 10 ideas for content to explore and to help you to brainstorm. We are looking for all forms of content: short, long, funny, sad, but most of all, thought-provoking. Below are some tips for obtaining exciting content for your UVa-Club or Professional Industry Network profile page. Great content can take just a few minutes to produce!

1) **Content that gives advice**
Advice is one of the best ways to satisfy the two most fundamental requirements of an individual piece of content: 1) content must entertain, 2) content must inform. The best content does both. Great advice can be both local and more broad-based as well. You could share a story or a review on a new local restaurant, or you could write a Wahoo Perspective containing advice about the work world, graduate school, work/life balance, leadership, or international travel, for example.

Advice-based content includes recommendations for a course of action based on an experience. Your new UVaClub profile page can be a place to exchange advice.

2) **Content that motivates readers to act**
All of our UVaClubs want to increase their event attendance and overall participation on initiatives big and small. Your new UVaClub profile is a great place to inspire readers, detail a plan, and then provide a set of directions. If you want people to attend an event explain what’s in it for them! Sometimes people need convincing.

3) **Content that makes your reader laugh (or happy)**
Did you take a funny video of your kid crashing into your pet? Did you just remember a funny story from your time at UVa and want to share it? Your UVaClub profile page is a great place to share a story or video that makes your readers laugh and compels them to return to the site for more. We welcome your off-beat content so long as it’s appropriate for public consumption.

4) **Content that reflects on what your UVa experience meant to you**
Many of our alumni, parents and friends want to share how the University of Virginia has made a profound impact on their lives. You should consider doing the same! We’re looking for content that describes important milestones in your life and how UVa helped you get there. Even if you feel UVa missed the mark on something important, we’d like to share your sentiments so long as they are constructed thoughtfully.

5) **Content that discusses a starting point**
So you’ve got a big idea for your UVaClub and want everyone’s input. Maybe you have a business idea and want to receive feedback from the UVa Global Network. Perhaps you are new to your city and would like to ask for thoughts...
from your local network on where to live. You should feel free to not just offer your advice or opinion but also ask for it.

6) Content that points to or reflects on other content
Maybe you’ve read something compelling in your local paper or saw a picture or video that captured your imagination. Your UVaClub page is a great place to share what you’ve found and offer an opinion. Although we aren’t interested in being a vessel for politically hot conversations that spark anger and contempt, we want to know what you think. Thoughtful but provocative opinions or stories make for great content.

7) Content that reveals a secret
Revealing a secret is another way to think about providing advice. Maybe you’ve learned something compelling about a business coming to your area or just found out a secret recipe for BBQ ribs and want to share it. If you have found the secret to life everyone will want to know what it is!

8) Content that offers a visual interpretation
We highly encourage you to think about content as photos and video and not just editorial. Do you have a personal webcam attached to your computer? Tell us a story using your iPhone or Android. Consider using Instagram to capture a unique moment or display your loyalty to UVA. Maybe you just traveled to Africa and went on a safari. We’d love to share your images and video.

9) Content that offers a list
Do you have a top 10 movies of 2012 you’d like to share? What about the top five restaurants in your city? The sky is the limit when it comes to lists. Maybe you’d like to write a top 10 list of things you most miss about Charlottesville. Lists are a great way to provide funny and engaging content that people enjoy sharing on their own social media platforms. Ultimately, we want people to make comments and share your content.

10) Content that reflects on past events and promote(s) future events
Did you recently attend a UVaClub event in your city? What did you think? We highly encourage Club Leaders and content providers to write about the local events they’ve attended. We understand that event marketing is the most important component of every club’s needs. Posts that promote future events and why someone should add the event to their calendar makes for great content.

Then SHARE!!!