

# ONLINE ENGAGEMENT TOOLS

**ADVANTAGE**

**CAUTION**

**GETTING STARTED**

**OFFICIAL HOUSING ACCOUNTS**



**Facebook**

Post in class groups for targeted reach  
Create profile for your organization

Not the best app to use to engage the high school and college aged crowds



**Instagram**

Most ideal platform to have for club/ org/ group

No desktop version



**TikTok**

Majority of users are between 16-24 y/o

Most content is meant to be simple entertainment, and may be difficult to get traction with anything other than dance videos. No desktop version



**Twitter**

Short form and text based  
Public with large audience reach

Fake, bot accounts



**ATTENTION**

There is a 2-3 days review process before any content goes live on **@UCLAhousing** social media channels. To request posting please submit your information via the Media Team **Work Request Form**.

CREATE YOUR OWN:



LEARN MORE ABOUT:



**SOCIAL MEDIA**



**Reddit**

Massive collection of online forums, where people can share news and content or comment on other people's posts.

System allows for negative feedback

Create your own account: [reddit.com](https://www.reddit.com)

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**SnapChat**

Messaging app that lets users exchange videos and photos that disappear after being viewed. Can also post stories that will be available for 24 hours

Create your own account by downloading the app on your phone or tablet



**Twitch**

High quality live streaming, live streams can be recorded and posted later, very easy to find how to guides online

Mostly used for video game related content, chat rooms are difficult to regulate

Create an account here: [twitch.tv](https://www.twitch.tv)

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**VIDEO TOOLS**



**Zoom**

Video Conferencing Service. Can reach up to 300 people for work, school, and social activities

Zoom Bombing

Sign up for a UCLA Zoom Account Here: [ucla.zoom.us](https://ucla.zoom.us)

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**Google Duo**

Video Call app. iPhone and Android users are able to videochat easily

Can only have up to 12 people at one time

Create your own account: [duo.google.com](https://duo.google.com)

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**Skype**

Video Call App. If you can't get a Zoom Pro account, Skype allows up to 4 hr calls for free

Call quality can be spotty depending on your internet connection

Create your own account: [skype.com/en/get-skype](https://skype.com/en/get-skype)

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**VIRTUAL GAME APPS**



**HouseParty**

Video Call App w/ Virtual Games. Can play virtual games while video chatting

Limited to 8 people on the call

Create your own account: [houseparty.com/index.html#download](https://houseparty.com/index.html#download)

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**Jackbox games**

Can download a pack of games to either your computer or video game console

Not free. Limited to 8 players, but can have thousands of participants that allows them to vote on answers

Purchase games from your desktop: [jackboxgames.com/games](https://jackboxgames.com/games)

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**Steam**

Online Games. Ultimate destination for playing, discussing, and creating games

Most games are not free and are only accessible on computers

Create your own account: [store.steampowered.com](https://store.steampowered.com)

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**VIRTUAL WATCH PARTY**



**Netflix party**

Synchronizes a show or movie from Netflix so everyone on the link can watch at the same time. Can watch a show or movie together with as many people as you want

Each participant must have a Netflix subscription to access

Download the extension: [netflixparty.com](https://netflixparty.com)

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For questions or comments please email [programsupport@orl.ucla.edu](mailto:programsupport@orl.ucla.edu)