

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	 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:    
 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	
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 LEARN MORE
 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 LEARN MORE
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 LEARN MORE
 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 LEARN MORE
 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 LEARN MORE
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 LEARN MORE
 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 LEARN MORE
 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 LEARN MORE
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 LEARN MORE

For questions or comments please email programsupport@orl.ucla.edu