



Marketing & Communications

Alumni Club Volunteer Training

June 3, 2011



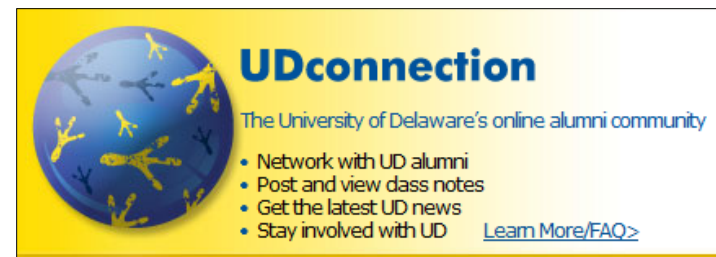
Overview

- UDconnection.com
- Alumni lists
- UD Brand Style Guide
- Social Media
 - Facebook
 - Twitter
 - LinkedIn



Importance of UDconnection.com

- Enables alumni to update their contact information
- Provides searchable online alumni directory for users
 - Search by major, class year, field of work, sport, etc.
- Enables Alumni Relations to send segmented emails to alumni
 - Provides analytics (number sent, received, opened, bounced back)
- Enables online event registration and payment
- Online hub for the Office of Alumni Relations (AR) and our alumni
 - Compiles all alumni events throughout the country & University





Alumni Lists

- AR can provide each club with a list of the alumni in their region
- Lists can be used for:
 - Identifying good volunteers
 - Personal invites to events via phone and email
 - Inform alumni about the new regional alumni club in their area
 - Generating a picture of the alumni population in your area



UD Brand Style Guide

- Includes:
 - UD brand platform (audience of UD)
 - Logo usage
 - Identity (colors and images)
 - Online applications
- Incorrect:
 - Baltimore Alumni Chapter, Alumni Association
- Correct:
 - University of Delaware (UD) Baltimore Alumni Club
- Incorrect:
 - Ud Club, UDel Club, Delaware Alums, UofD
- Correct:
 - UD Alumni Club

Dare to be first.





Social Media

- **Common definition**
 - The online tools and services that allow any Internet user to create and publish content
- **Purpose**
 - To share news at anytime with your network of followers



Platforms

	Facebook	Twitter	LinkedIn
Purpose	Build an online community with users and brands	Continuous conversation with followers	Professional development, connect with colleagues
Elements	Posts/status updates, Messages, Multi-media Posts, Pictures	Tweets, Retweets, Direct Messages	Status updates, Comments, Job Listings
Goal	To draw visitors to page, provide positive content	To gain followers and maintain positive conversation	To network with alumni



General Best Practices

- Ask questions to spark conversations and activity
- Incorporate your pages into your marketing efforts & promote your page on other pages
- Encourage all board members to actively comment
- 50/50 mix of intellectual property and OPC (other people's content)
- Posts should be short & sweet
- Post at least twice a day at high traffic hours
- Create Facebook events for your alumni club events
- Use searchable official "Hashtags" on Twitter
 - **#Udel**
 - **#BlueHens**
 - **#UDAlumniWeekend**



Sample Facebook Event

Title includes UD
and the Philly Club!

Link to registration on
UDconnection.com

The screenshot shows a Facebook event page. At the top, the Facebook logo and search bar are visible. The event title is "UD Football Watch Party with the Philly Club - NCAA Quarterfinals". Below the title, it says "You are Attending · Share · Public Event". The event details include: Time: Friday, December 10, 2010 · 8:00pm - 11:00pm; Location: Fox & Hound, 1501 Spruce Street, Philadelphia, PA; Created By: University of Delaware Philadelphia Alumni Club. A "More Info" section contains the text: "Join UD alumni in Philly to watch UD's playoff game vs. New Hampshire. Wear your UD gear and bring your UD spirit to the Fox and Hound which will have \$2.50 Yuengling Light Bottles & 37 other beers on tap! This event is free but please register for planning purposes: <http://www.udconnection.com/philadelphia>". Below the event details, there are sections for "5 Attending" (listing Stefanie Spatola, Samantha Edelman, Matt Krane, Melissa Pisan, and Francisco Cruz), "5 Maybe Attending", and "309 Awaiting Reply". A "Share" section is visible with options for Post, Link, Photo, and Video. A text input field for sharing is present with a "Share" button. Comments from Julia Dambaugh and Francisco Cruz are also visible.



Recruitment

 **University of Delaware Lancaster Alumni Club**
 ACTIVELY SEEKING A YOUNG ALUMNI CHAIR! Have you been out of college 10 years or less? Would you like to help with the Lancaster Alumni Club? We'd love to have you! Get involved-- it's fun, and you meet great people!
 245 Impressions · 0.41% Feedback
 March 4 at 2:49pm · Unlike · Comment

 You like this.

Write a comment...

 **Shante Stargell Hastings**
 Thanks to everyone who came out for the beach cleanup! Our next event is Dewey Day - July 17th!



 over a year ago · Like · Comment · Subscribe

Thank You & Photo

 **University of Delaware New York City Alumni Club**
 Reminder to register now for the 3rd annual UD Alumni Weekend! Over 3,000 Blue Hens and friends attended last year's event and over 400 have already signed up for this year, Friday, June 3 - Sunday, June 5!

 **Alumni Weekend 2011, Alumni Relations, University of Delaware**
www.udel.edu

1,487 Impressions · 0.13% Feedback
 April 19 at 9:49am · Like · Comment · Share

 **Allison Greenberg** Are you planning to offer the bus from NYC again this year?
 April 19 at 10:00am · Like

 **University of Delaware New York City Alumni Club** Yes! Buses are happening this year with the possibility of additional pick-up locations, details soon!
 April 19 at 10:16am · Like

Write a comment...

Event Promotion



LinkedIn Best Practices

- Create a subgroup under the University of Delaware's Official Alumni Group
- Post related information about alumni doing great things with their careers
- Promote job openings specifically seeking UD alumni
- Promote events that provide networking opportunities



Tips for Success

- Responsibility of the entire alumni club to keep content fresh & updated
- Recruit a Social Media savvy Communications Chair
- Ask AR for help setting up pages and groups