Stay in touch with one another is one of the most important functions of an alumni group, and there are a lot of different ways that this can be achieved. It’s worth thinking about what works for local alumni, and also bearing in mind that some have different communication preferences. To get the most number of alumni along to an event, we would recommend liaising with the Alumni Relations Office to send out an email and to list your event on the website, and promoting your event on your social media channels.

Emailing alumni in your area

Alumni who volunteer to run an event can request one targeted email per event. Your event should also be included in the monthly events bulletin, which provides more incentive to tell us your plans as early as possible! More information on the number and type of events your group should be organising is available in the tiers resources.

Coming soon: alumni portal

Imperial College London is working with a supplier to revamp how alumni can connect with one another digitally. This project is ongoing, and we will be in touch once we are able to migrate your group onto this platform. It will offer group and event management, as well as a number of other more general services, such as the ability to reach out to individual alumni without having to use the Alumni Relations Team’s ‘Find a friend’ service. We will need your help to make it a robust and utilised service. If you have any questions about the new portal, please let us know: alumni@imperial.ac.uk

Alumni website

In the interim, the website and email services maintained by the Alumni Relations Office are the best way to keep alumni in your area informed. Your group should be listed at: www.imperial.ac.uk/alumni/take-part/groups/regional-groups/ and your events can be listed here: www.imperial.ac.uk/alumni/events/. Please let us know if you would like to suggest edits to your listings.

We also maintain a database of around 190,000 alumni. We work hard to ensure that the details we hold are up-to-date, and that our data security practices are in line with the College’s privacy policies. As a result we ask you not to maintain your own mailing lists or databases (including spreadsheets and other similar formats). With appropriate notice, we can always help you to promote your event within the guidelines relevant to the tier that your group falls into. Please refer to the events checklist for information on the timeframes required.

When you do need to email a group (for example, to update them on an event), it is important to respect their right to privacy, and to keep in mind data protection legislation. Always use the BCC option rather than CC unless you have permission from your contacts to share their information. That permission should be written down and recorded somewhere safe.

Photography

So you had a great event - it’s no surprise you’d like to share some snaps! We ask you to send us photographs following your events, to share with the College community on our social media platforms, the website, and occasionally other publications (e.g. Imperial magazine). Please remember to let everyone at the event know you will be taking photos and that they could be used for these purposes, and give alumni an opportunity to ‘opt-out’ – either by speaking to you, or, in the case of larger events, wearing an identifiable badge/sticker or similar, so that we know not to use any photos they may mistakenly appear in. If there are children or young people at your event (anyone under the age of 18), please obtain written permission from their parents.

Social media

Some alumni groups set up social media accounts (for example LinkedIn, Facebook or WeChat). This is usually fine, but it is important to do two things. Firstly, remember to add your contact at the College to your group so that they know what is going on. It is also very important to ensure that a member of your committee or another volunteer is responsible for updating the platform regularly. The College produces a huge number of stories on research, activities on campus, and news from alumni, and it’s generally quite easy to share those links with the group. The content we publish to LinkedIn, Facebook, Weibo and Twitter can all be re-shared, or you may wish to sign up to ‘Imperial Today’, a daily digest of the top stories being published, for ideas for content: www.imperial.ac.uk/media/imperial-today/

We are generally happy to promote your event on our social media channels, but we do need to limit this occasionally if the event will only be relevant to a very small number of alumni. Get in touch with us if you’d like to find out more: alumni@imperial.ac.uk

These guidelines are accurate September 2017. They will be regularly updated to reflect Imperial’s strategic priorities and the feedback of alumni.

These guidelines are part of a set of resources for alumni geographic group leaders. Access the full set at www.imperial.ac.uk/alumni/take-part/groups/regional-groups/