Having a College-branded email address can be a great asset to your group, just make sure that your use is professional and in keeping with these guidelines.

Data protection

- You must comply with data protection guidelines, as outlined in the Advancement privacy policy: www.imperial.ac.uk/advancement/about-us/advancement-policies/privacy-policy/
- You should always blind copy (bcc) contacts into emails
- Do not give out any personal details or any sensitive data without explicit consent
- Limit mailbox access to a maximum of four individuals, and for security reasons please change the password for the mailbox at least once a year
- We suggest you have a password for computers you will be logging into this mailbox from and you don’t leave the screen unattended.

Correspondence

- In most instances your email address will be based on the city where you normally operate, to allow for the possibility that other groups may be established nearby
- It is advisable to use Arial font in black with font size 10 to maintain a professional format, consistent with Imperial’s style guidelines
- We advise you when interacting with alumni to include links to our social media pages – Facebook (www.facebook.com/alumni.imperialcollegelondon/), LinkedIn (www.linkedin.com/groups/87488) and our alumni website (www.imperial.ac.uk/alumni/), as well as links to your group’s social media accounts
- Please aim to respond to emails within one week. If this is not possible, please leave an automatic response with an alternative contact and/or link to social media accounts. Please send a holding email if the enquiry is something you will have to look further into
- Across all of your activities, including your emails, you should always act in the best interest of the College. Groups should not use the College’s name or logo for anything other than the interests of the College and the development of the alumni community in their geographic region. In particular, groups should not operate commercially or use their position on a group for commercial gain
- We can advise you how to control the flow of emails or set up your mailbox: 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/