Communication Chair Guide

University of Dayton Alumni Association

This guide is designed to assist Communication Chairs in understanding their role within the Alumni Community and Community Leadership Team.

2015-2016

Communication Chair

Position Purpose

Use marketing methods to help increase event attendance, alumni participation and overall alumni connections with the University of Dayton.

Key Responsibilities

- Manage and promote alumni community's social media accounts.
- Work closely with the community leadership team and Alumni Relations staff to understand event details, fulfill communication needs and promote University initiatives.
- Use peer-to-peer outreach and word-of-mouth marketing to increase alumni participation.
- Attend leadership team meetings and support other team members.
- Provide regular updates to the leadership team regarding outreach and communication.
- Ensure event chairs send Alumni Relations needed information for monthly emails.
- Encourage and develop life-stage specific communication from the alumni community.

Support and Length of Term

Your position is a part of the alumni community's leadership team and will be supported by the Community Leader and the Alumni Relations staff. You will:

- Serve a one-year term with an option for renewal pending the yearly discussion with the Community Leader and Alumni Relations staff to evaluate the previous year's strengths, areas for growth and goals for the upcoming year
- Help recruit and fill the position when the term expires or you transition out of the role, ideally stewarding one of the committee members into the role.

Communicating with Local Alums

As the Communication Chair, you are the expert in how and when your local alumni receive news and updates from the leadership team. There are many ways to communicate with your community in an effective way:

Email

Email is an effective tool because it reaches a large audience, quickly. Alumni Relations will send an email to your entire alumni community once per month, if requested by event chairs or yourself. Event chairs will submit the event information needed for emails via the *Event*

Submission Form, but you should be aware of deadlines and help to ensure that Alumni Relations receives the needed information in time to send the email.

- Alumni Relations sends emails on most Wednesdays, except for the week that *UD Quickly* is shared. Every month, Alumni Relations will notify you of dates in which they will send out emails.
- Send all event information and email content to Alumni Relations by noon on Friday (at the latest) to have the email sent out on the following Wednesday.

Encourage communication to target different segmented groups, which may include past attendees, current volunteers or alumni in a specific life stage. Contact the Alumni Relations staff for targeted lists of suggested individuals to get in touch with.

If there is not an event happening in your community, feel free to submit information about other opportunities or initiatives to the Engagement Officer to be sent via email. Feel free to suggest a Dayton Flyer takeover at a local festival or send information about needs for volunteers. Your local alums want to hear from their community! What special news would you like to share?

Peer-to-Peer Outreach

Word of mouth and personal outreach through email, social media and phone calls are often the best way to promote an event or initiative. Hype up future events and alumni community initiatives when personally speaking with fellow alumni and encourage other community volunteers to do the same.

Social Media

Work with other members of the leadership team to understand their needs for event promotion through social media.

- Post at least once a week to keep your audience engaged and returning to the page. Suggested post topics include (but are not limited to): promoting and reminding alumni about upcoming events; recognizing alum's personal/professional success; recognizing alums who assist your community as volunteers; asking for opinions on event locations, event times, etc.; commenting and sharing about exciting things happening in your town; and sharing memories from time at UD.
- Share information from other University social media channels, like the University of Dayton Facebook page, and follow the Twitter accounts for @UnivofDayton, @UDaytonAlumni and @DaytonFlyers.
- Check the social media account at least once per day. Respond to comments, posts and messages. Work with the leadership team and Alumni Relations staff when you need assistance with a response.

- To have your community's information or photos shared on the @UDaytonAlumni Twitter account, email your request to your Engagement Officer at least 24 hours before you would like it shared. These posts should be focused on something that has already occurred. For example, you can share photos from an event or recognize a fellow alum's success. Twitter requests cannot be guaranteed.
- Consult Alumni Relations staff before changing your social media account's name.

Social Media Tips for Success

Be mindful of the time of day you post. See which posts get a lot of interaction and try to remember what time of day/type of content worked well. Posts usually do well during the evenings (after 7 p.m.) or afternoon (between noon and 1 p.m.).

Do not post anything negative, such as trash talking other teams, schools, etc. Remember that you are representing the University to your alumni community.

To increase engagement, **share pictures or links and tag others in posts**.

Remember that your posts are public. **Avoid alcohol-related references** such as "bar crawl" and "happy hour."

Focusing on Life Stages

Your alumni community contains alumni of various ages, which also means they are at different stages of life. Some communication channels and event types may appeal more to certain ages than others. Consider all the ages in your alumni community when communicating about events.

The University of Dayton organizes alumni into the following life stages:

Life Stages

Young Alumni: 1–10 years after graduation (22–32 years old), which includes recent grads (1–4 years after graduation, 22–26 years old)

Second Decade: 33–45 years old

Established Alums: 46–64 years old

Legacy Alums: 65+ years old

As the Communication Chair, you may want to change the language you use or pictures you post when trying to reach out to a specific audience. For a list of demographics and ages in your community or guidance on how to communicate to various life stages, please reach out to your Community Leader or Alumni Relations staff.

Resources

Your leadership team will help you stay up to date on what is happening in your alumni community. The Community Leader and Alumni Relations staff are also great resources for learning about University initiatives, requesting contact lists for your local alumni and inquiring about suggestions for upcoming events.

In addition, the following alumni community volunteer resources (and other valuable resources) are located at your.udayton.edu/communityresources:

- **Alumni Community Handbook:** This handbook includes valuable information regarding alumni communities, budgeting, policies and additional resources.
- **Chair Guide:** Each chair has a guide specific to his/her role. These guides, including the one you're reading, can be found online.

- **Event Submission Form:** This form will be used by event chairs to submit details on upcoming events. It is what the Alumni Relations staff will use to guide your alumni community email content.
- **Notable Dates:** This list of important University dates, including holidays and office closings, can be a useful place to start when planning social media posts.