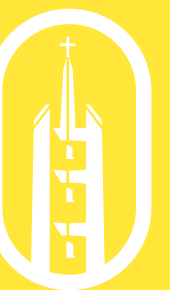




Alumni Chapter Handbook

Introduction



How do Chapters work with the Alumni Office?





Communications and Marketing

All event details should be communicated to the alumni office no later than eight weeks before the event. By doing so, the Alumni Office will be able to help you promote your event and news, by:

- Posting event details on the SBU website.
 - The alumni website contains information on and registration for all events, reunion information, an online alumni directory, a list of chapters and their leaders, Alumni Council information, and quick links for everything from the bookstore and alumni rings to transcript copies. Visit www.sbu.edu/alumni.
- Sending out emails to alumni, announcing events in their chapter.
 - An initial blast is sent, and a second blast is often sent as a reminder.
- Utilizing the @SBU E-newsletter, a monthly newsletter emailed to alumni.
- Posting events on the Alumni Office social media channels.
- Mailing out event postcards.
 - Save-the-date postcards may be mailed for larger events followed by a postcard with final event details.
- Utilizing ROBO reminder calls.

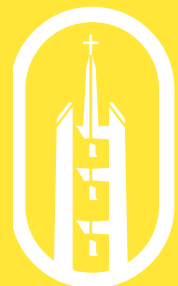
Please Note: The Alumni Office is unable to release any alumni personal identification information to non-University personnel, including emails and addresses.

Social media has greatly enhanced connectivity and timeliness of communication. The Alumni Office maintains the following social media channels:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

Each chapter is encouraged to set up a Facebook group and invite the Alumni Office to be one of the group administrators. Your group will then be linked to the main alumni Facebook page, which will allow for greater visibility for your group and chapter activities.

[List of Current Facebook Groups](#)



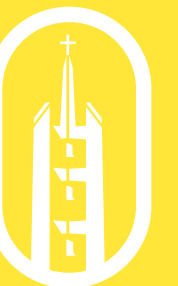
Dos and Donts

Please keep in mind: Facebook pages reflect the University, therefore, all posted information, including photographs, should reflect the mission, vision, and values of the University. The University requires all those who maintain University-affiliated social media accounts to read the information below, understand how to use the technology to its maximum potential, and consult with the Alumni Office for advice on growing an audience online.

Do:

- Be aware of how your comments may reflect on us and protect the University's reputation.
- Be aware of members of your audiences who find social networks inaccessible and offer an equal level of service.
- Take care with branding and always link to official University sites where possible.

[DQV\HZ9V@6PRSPPE0 0A20@ 0pA](#)



Do not:

- Post discriminatory or bullying material.
- Post confidential, inflammatory, or sensitive information.
- Use your personal presence as the first point of publication for any official reports or announcements.
- Endorse political parties/state a political opinion.
- Breach copyright.

Branding

The University logo, slogans, and trademarks represent:

