Connecting the Community

Social Media and Volunteer Communication
Why use social media?

* Innovative
  * Thinking ‘outside of the inbox’

* Strategic
  * Relevant and accessible to target audience

* Diversified
  * Utilizes multiple channels
What are our options?

* Social Media
  * Facebook
  * LinkedIn
  * Twitter
  * The Post blog
  * Pinterest
  * Google Plus

* Personal Outreach
  * Direct, peer-to-peer emails
  * Host committees
Create every day

In Chinese culture, the Chuang-tzu fable of the frog in the well is often told to inspire children to see the world beyond their own space. In the Lin household in Atlanta, Yu-Kai Lin 01C and his sister Yi-Ching Lin 99C were encouraged to explore their creativity and follow their passions into music, art, and intellect – all while serving their communities. “Any day I don’t create is a day wasted,” says Yi-Ching, summing their shared philosophy, “Our parents often reminded us of the frog in the well, pushing us to think big – imagination has no boundaries.”
Wednesday, May 23
AWE Book Club

An invitation from the
Alumnae and Women of Emory (AWE) Atlanta

Wednesday, May 23
AWE Book Club

The May 23rd meeting of the Alumnae and Women of Emory (AWE) book club will feature Until He Comes: A Good Girl’s Quest to Get Some Heaven on Earth written by K. Dawn Goodwin 97C. Goodwin will attend the meeting to participate in the discussion, answer your questions, and sign books. To learn more about Goodwin’s book, check out this article from the Emory Alumni Association’s blog.

REGISTER »

Our next book club meeting will be on Wednesday, June 20 where we’ll be discussing The Name with Amber Eyes by Edmund de Waal. Check out the full schedule of upcoming meetings.

Thursday, June 7
Ladies Night Out

Alumnae and Women of Emory (AWE) invites you to enjoy a ladies of Emory night out at Twist in Buckhead! You’ll receive a ticket for your first drink and there will be plenty of appetizers to share as you relax and mingle with the group. Bring your ideas for fun events AWE could plan over the summer and fall.

REGISTER »
Facebook Groups
* EAA facilitated
* Share events, encourage attendance
* Group chat/discussions
* Document and photo sharing
* Interactive way to engage alumni
* Nashville group example

Facebook Ads
* EAA creates and monitors
* Minimal cost
* Promotion outside of group
* Recruitment and event promotion
Emory Alumni Association provides:

- Creating new groups
- Creating events
- Approving new members
- Responding to posts/inquiries
- Creating Facebook ads
Volunteers

* Create interesting discussions
* Ask group for upcoming event ideas
* Engage with Association posts
* Post photos from events
* Share minutes from board meetings
* Tag other members

Emory Alumnus added Buddy Metcalf to the group.
Jason Najjoum
Next week: Take a tour of the LES Tenement Museum with fellow Emory grads! Next Tuesday, June 5. Go to the following URL to sign up:
Emory Alumni Association Online Community – Events
secure.www.alumnicommunity.com

Emily Alumnus
Hello San Diego Alumni! For those of you interested in attending Cirque du Soleil, on what day would you prefer to attend the event? Please vote by this Friday, Feb. 10. Thanks!

- Thursday, April 26
- Sunday, April 29
- Thursday, May 3
- Sunday, May 6
EMORY ALUMNI ASSOCIATION

facebook

EAA Fan Page:
* Updated daily by our social media rockstar, Tania Dowdy 08Ox 10C, with alumni news, special event announcements, contest giveaways, and photo round-ups
* Event promotion through geo-targeted wall postings

Volunteers:
* Ask questions
* Engage with activity on the page
* Suggest page to friends
* Share content out
Photo of the Day: Will Ezor 14C proudly adds the 2012 Campus to the Miller–Ward Alumni House yearbook collection. The 2012 Campus is alongside yearbooks dating back to 1893 in Schley Library at the alumni house.

Seniors—purchase your copy of the 2012 Campus Yearbook on Tues., May 1 – Thurs., May 3 at the DUC from 12–4 PM.

THIS WEEK: Making plans to apply to graduate business school? Tune in to this week's Coach Chat webinar for an insider's guide to applying to programs.

An Insider's Guide to Applying to Business School Webinar
Wednesday, May 2 at 6:00pm

Tune in to an encore presentation of "The Wise Heart: The Story of Emory University," tonight at 8 PM on PBA 30.

"Like" this status if you're watching, and let us know what you think!
Linked

- Easily sends email updates to members of group (user settings allow for direct emails with every new discussion to none)
- Great opportunity to spread the word in the professional sphere
- Reaches another subset of alumni (often those not using Facebook, or not noting connection to Emory on Facebook)
- Post Emory accomplishments as well as event/program updates
- Hold discussions about professional articles/topics

Volunteers:
- Post job opportunities
- Start professional discussions
- Engage with Association posts
No more resumes?
Some companies are relying on social networks to gauge whether or not an applicant is suitable for a job. What if your Twitter, Facebook and/or LinkedIn profile replaced your resume? Do you think social networking profiles are better indicators of a candidates fit for a position?

Companies Tell Applicants: Please, No More Résumés!
online.wsj.com
Some companies are skipping résumés, saying the staid requirement doesn't provide much depth about a job candidates.

Cody Scopes likes this
10 comments

Tracy Levine • So many people have forwarded this article to me that I decided to post a response in the group.

This article is a lot of hype about nothing and very misleading. There are always exceptions to every rule dependant on type of company and job. If the company you are applying to wants to see a video resume by all means send one. Otherwise, keep your traditional resume.

Recently, there has been a push by video resume companies and others to show it as the cool savvy alternate to a traditional resume. This is against the backdrop of 2011 being the year of an increased level of EEOC lawsuits.

The bottom line: the Department of Labor's Opinion Letter that Video Resumes are in
Microblogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters.

- Promote and build momentum for an event
- Marketing that can happen during an event, create a twitpic (Tweet from your event to tell friends what a great time you are having!)
- Hashtags create lists where people can sort by topic
  - #emoryrlc

Hashtags by chapters:
- #aema
- #awe
- #aya
- #aya
- #ceba
- #gala
- #emorync
- #emorynashville
- #emorybirmingham
- #emoryftl
- #emorymiami
- #emorysfl
- #emorytampa
EMORY ALUMNI ASSOCIATION
Emory Alumni

A: Self-control, resilience, deliberate decision making & curiosity.
#emoryfwr

Q: What are the qualities of a flourisher? #emoryfwr

“Anything less than flourishing will result in social & economic burden.” #emoryfwr

Q: What’s the connection between flourishing & mental health?
#emoryfwr

FACT: In 2005, only 23% of adults were flourishing. #emoryfwr

“Happiness is more than just feelings & interests,” it’s acceptance, autonomy, growth, contributions & connections. #emoryfwr

We need 3 or more positive for every 1 negative thing that happens...that’s the beginning of flourishing #emoryfwr

We’re discovering ways to flourish & talking happiness with Prof. Corey Keyes #emoryfwr pic.twitter.com/Ri0D247K
Blogging

* Marketing doesn’t have to end after the event
* Blogging post-event provides a great recap and generates interest in the community for future events
* Make sure to include pictures—it speaks 1000 words!
* Great opportunity for volunteer to share enthusiasm for event
* Guest blogging available – discuss with your liaison
Emory Alumni Association

Google +

Emory Alumni Association (EAA)

Yesterday 4:25 PM - Public

Alumna author K. Dawn Goodwin '76 C joined the Alumnae and Women of Emory–Atlanta book club at the Miller-Ward Alumni House to discuss her memoir, "Until He Comes: A Good Girl's Quest to Get some Heaven on Earth."

Here's one on one interview with the talented writer.
Emory Alumni Association

The Emory Alumni Association (EAA) - keeping Emory alumni in the loop since 1896. This is the official Pinterest account of the EAA. (Pinning does not equal endorsing.) Get informed. Get involved.

Atlanta, GA

Day in the Life
17 pins

Our Year in Review: 2011
12 pins

Our House is Your House
8 pins

Catch the Spirit
10 pins

Alumni Authors
3 pins

We Love Blue & Gold!
1 pin

Our Favorite Recipes
1 pin
Personal Outreach

* Peer-to-peer outreach is best!
* Host Committees
* Challenge your fellow volunteers and other alumni within your personal network to drive attendance

Register TODAY to join our growing list of over 100 current attendees from classes 80-09, including GSAS, College, Law, and Graduate School alumni from around the tri-state area. Space is limited.

Please bring an unwrapped book or toy for donation to Toys for Tots.

Sponsored by the New York Chapter of Emory Alumni, New York Goizueta Group, Emory New York Law Leadership Board, and Arts & Sciences Development and Alumni Relations

Host Committee:
Michelle Ascowitz 07C  Matt Brett 95C  Tao Bu 050X 08B
Joel Burris 80B  Sasha Chantani 08B  Roger Colson 99B
Jonathan Davidoff 94B  Snehal Desai 02C  Stacey Blaustein Dwack 88L
Robbie Foote 01C 08L  Roni Foster 84C  Mari Gallion 98L
Katherine Kent 07C  Amy Kletnick 99C 02L  Sloane Koonsky 07B
Scott Levenson 03C 06B  Sean Loughran 01L  Gordon McKernie 07B
Darius Nemati 89B  Elana Osterland 05C  Brett Siegel 07C
Hendle Simon 86B  Nicole Stillings 08B  David Tudor 06B
Joanna Weiss 04B  Tiffany Wollin 96B
How do we know it is working?

Responses from Nov 2011 – April 2012:

- 267: Chapter Emails
- 93: Other
- 30: Facebook
- 25: Staff
- 81: Word of Mouth
Action Items

* Expand the number of connections on your Facebook group
* Encourage volunteer leaders to post so the content is not all from Emory Alumnus – like things, share things, post photos
* Encourage alumni to click they will attend events so they look more popular
* Start discussions to get others engaged with the group – provide them with a reason to keep coming back
* Illustrate what a great time was had at your program
* Consider using technology for planning – Facebook docs, group chats, polls
Questions