Social Networking Guidelines
for Wellesley Alumnae Groups

What is a social network?

“Social network” is a broad term used to describe websites that are interactive, and encourage connections between members. Facebook, LinkedIn, YouTube, Flickr, and Twitter are all examples of social networks; there are many others. The alumnae online community is also a social network!

General Guidelines for Using Social Networks

Social networks can be a great tool for reaching your constituents – using social networks allows you to engage your alumnae where they already are. If you’re considering using a social network, we encourage you to go for it! However, there are some issues to consider before using a social network. We’ve listed these below.

1. Privacy & Security
   Social networks have the same issues as websites when it comes to privacy and security – anyone with an account can access most of the information. You have no control over who gets an account, so be careful with what you post – personal information should stay on the online community, and off of non-Wellesley sites.
   Also, don’t subscribe people to your social network without asking – instead, send an invitation to join via broadcast email. You never know what outside websites will do with private information, so alumnae need to be able to make their own decisions about what networks they join.

2. Be Inclusive, not Exclusive
   Many social networks are only available to those who choose to create an account. If you post information about an event on Facebook and nowhere else, alumnae who have not “friended” you on Facebook (or don’t have a Facebook account) will miss out. Make sure that any important info you post on a social network is also available on your website.

3. “If you build it, they will come” – or not!
   A successful online community depends on having one or more dedicated volunteers to maintain the community and keep the discussion going. Groups that don’t have a volunteer tend to flounder and die out – and promoting a dead community reflects poorly on your group. If you do use social networks, make sure you’ve made a commitment to keeping them going. Finally, promote your group in your website, newsletters, and emails on a regular basis.

4. Don’t Bet the Farm
   Remember Friendster? Websites come and go, sometimes without warning. The hot new site today may be yesterday’s news tomorrow – and gone next year. Make sure that social networks are a part of your overall communications strategy, not your whole strategy.

On the back of this handout, we’ve included some pointers to social networks that the Alumnae Association and the College are using. Check them out, and then create your own groups!
Wellesley Social Networking Sites

The Alumnae Online Community

The online community is the original Wellesley Alumnae social network! The community features class e-notes, discussion boards, the W Network, and more. It’s a great place to start!

Wellesley College Alumnae Association LinkedIn group: search for “Wellesley College Alumnae Association” on LinkedIn.

Membership is open to all Wellesley alumnae and current students; we do check! Discussion groups are available. Allows alumnae to display a Wellesley Alumnae badge on their LinkedIn profile.

We are happy to create subgroups for any Wellesley class, club, or affinity group. Contact the alumnae association to request one.

The Wellesley Office for Public Affairs maintains a twitter page: http://twitter.com/wellesleynews


Use this app to connect your Facebook profile to your alumnae online Community account!

This is not an exhaustive list: many Wellesley departments maintain pages on Twitter, Facebook, YouTube, or LinkedIn.

If you create a group on any of these, or any other social networks, let us know about it – and remember to post a link on your website!