



## CHAPTER ALUMNI COMMUNICATION GUIDE

Engaging with your chapter's alumni is an important and enriching part of the student experience. Alumni engagement leads to guidance, mentorship and a broadened network. Getting and keeping your alumni engaged takes hard work and patience. But stick with it, and your chapter will build a foundation of supportive and involved alumni.

This guide explains how you can create a foundation for engagement by implementing an alumni communication plan for your chapter.

### ALUMNI COMMUNICATION PLAN OVERVIEW

An effective communication plan has three primary goals.

1. To share information with alumni.
2. To connect alumni with each other and undergraduate members.
3. To encourage alumni to get involved.

Three main elements will help you accomplish these goals.

1. Chapter newsletter
2. Alumni focused social media
3. Alumni events

### Chapter Newsletter

Sending a biannual chapter newsletter will inform your alumni about what the chapter is doing, entertain them with stories of brotherhood and share ways they can get involved. The National Headquarters alumni communication team can help you produce and distribute a chapter newsletter. For more information, see the [Alumni Newsletter Resource Guide](#).

Please email [commteam@pikapp.org](mailto:commteam@pikapp.org) to get started.

### Social Media

We have to reach alumni where they are, which makes **LinkedIn** and **Facebook** ideal social media platforms for communicating with alumni. With a chapter newsletter as the foundation of your communication plan, posting frequent updates on social media will supplement larger reports of the chapter's progress.

### Facebook Best Practices

- Link your Instagram and Facebook to share posts on both simultaneously.
- Consider creating a private Facebook group for your chapter alumni. Share updates and encourage them to post in the group as well.
- Utilize polls to see what alumni are interested in attending or learning more about.

- Post regularly. It may be helpful to create a social media schedule.
- Use photos and videos to make your content more engaging.

### **LinkedIn Best Practices**

- Post achievements and share chapter updates that showcase the professionalism of the chapter (e.g., GPA, awards, workshops, service, etc.)
- Create a LinkedIn business page for your chapter and a dedicated alumni group through the page. Invite your alumni to join the group.
- Spotlight brothers who are working internships, received promotions or any other professional accomplishments.
- Make use of LinkedIn's reposting feature. When an alumnus shares an accomplishment, repost and congratulate them.

### **Alumni Events**

Once you've established consistent communication, it is time to encourage alumni to get involved. Hosting alumni events like tailgates or cookouts are great ways for your alumni to get involved.

### **Alumni Event Best Practices**

- Communicate well in advance. You want to give people enough time to plan. Set dates early and solidify details as the event approaches. Ideally, you send a save the date at least three months in advance.
- Keep it simple. Plan an alumni gathering during homecoming weekend on your campus or around sporting events.
- Ask alumni to help plan events and spread the word. Form a committee of undergraduate and alumni members to generate ideas and organize your alumni events. Ask alumni to invite brothers they know to the event. Utilize their experience and contacts when deciding on a venue or vendor.

### **Other Alumni Involvement Opportunities**

- Work with your chapter advisor to find alumni to fill out your council of advisors.
- See if alumni would be willing to mentor student members who plan to work in their field.
- Ask alumni to share how their Pi Kappa Phi experience has impacted their lives long-term. You can share this with potential new members, or even set up an alumni panel as a recruitment event.

### **Things to Remember**

- Reengaging your alumni is a process. It will take time for your hard work to pay off. Remain consistent and over time you will see results.
- Remember that alumni are brothers. They want to spend time with each other and have fun experiences.
- Be careful about asking for money. You'll have more luck asking people to give their time and share their expertise and guidance. Focus on building relationships with your alumni before asking them for favors.
- Keep it simple and consistent. It's better to have two events a year that run well than to put too much on your plate and lower the quality of the experience.