

Stakeholder Responsibilities

Alumnae Volunteers provide:

- Moderators who are engaged in maintaining SIG activity
- Text for broadcast email announcing new SIG and inviting alums to join
- Discussion content

Vice President of the Board of Directors (Engagement Portfolio):

- Statistics and data analysis
- Vetting of moderators and outlining of expectations
- Assistance with launch strategy

Alumnae Association provides:

- Established social media presence
- Prominent links on Alumnae Association Web site
- PR and marketing in AA e-newsletter, in the Quarterly, and in other venues (the frequency of marketing is up to the discretion of the AA's marketing and communications department)
- Training for moderators in the use of social media tools
- Mailing list for targeted audience
- Approvals of new members in the Alumnae Association LinkedIn group and the Facebook group
- Broadcast emails to targeted audience
- Assistance in setting up and administering the subgroup

Best Practices for Online SIGs

1. Mailing list

Of course anyone would be welcome to join a SIG, but the Alumnae Association can generate a targeted invitation list to get the group up and running. These would be alumnae that identify themselves with the profession you're targeting for this group.

2. Introduce yourself

Start a discussion item asking people to introduce themselves as they join the group. People like to talk about themselves and this might lead to further connections within the group by people in similar geographic or professional areas, etc.

3. Introduce discussion items

This keeps the group active and hopefully people joining in. The discussion items could pertain to job openings, interesting articles, issues in the profession, etc.

4. Regional meet ups

If there is a large contingency of alums in the group in a specific area, perhaps suggest that someone organize a get-together so that people have face time.


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5. Steering committee

Ask members to volunteer for the SIG steering committee. This committee can help take the load off of moderator, come up with discussion items, and be a group that could be tapped for a successor.

6. Student participants

It is up to each SIG as to whether it allows students to be members.

Naming Policies

All online groups started by, directly affiliated with, or facilitated by the Alumnae Association of Mount Holyoke College (including but not limited to Facebook Groups or Pages, LinkedIn networks, Club or Class websites and Special Interest Groups/SIGs) should begin with the words "Mount Holyoke" in their name.

For example (note: these are not real groups):

Websites:	Mount Holyoke Class of XXXX Mount Holyoke Club of XYZ
Facebook:	Mount Holyoke Friends of Mary Lyon
LinkedIn:	Mount Holyoke Network of International Alumnae
SIGs:	Mount Holyoke Education Professionals