

## Guidelines for Alumni Clubs Using Facebook

The purpose of creating Facebook Tulane Alumni groups by city clubs is to create vehicles for Tulane alumni to connect with each other, with their local clubs and with the University. Alumni clubs around the world serve as arms of the Tulane Alumni Association (TAA) and hold numerous local events and networking opportunities all year long.

The Facebook groups facilitate communication from Tulane, the Alumni Affairs Office and the Alumni Clubs. In so doing, Facebook serves a supplement to the alumni club listservs and to the official Alumni Affairs website:

<http://tulane.edu/alumni>.

For Tulane Alumni Facebook groups, the following guidelines are offered:

- Links to the city alumni club page on the Tulane alumni website, as well as to the Tulane alumni website homepage are required.
- Information on how to register for the online community and how to update contact information is required.
- When posting information about an event, a link to the official club page that is hosting the event is required.
- Listserv signup information is required.

### Instructions on setting up your account:

- First, check with your area club chair to make sure there's not already a Tulane Alumni Facebook account set up.
- When you set up the account, set it up as a **Group**, *NOT* as a fan or individual. For Type, we suggest "Student Groups>Alumni Groups." Make sure that you specify that the group's network is "Global" (as opposed to the Tulane only network, which will limit who can access your group to those with Tulane.edu email addresses only).
- When assigning the name to your group, please use Tulane as the first word as it aids the search process. Designate the name as either: Tulane CITY Alumni Club (e.g. Tulane Chicago Alumni Club) or Tulane Alumni CITY (e.g. Tulane Alumni of Chicago).
- Multiple people can be administrators of a group. Make sure that the current club chair is an administrator, or that someone in club leadership is designated and administrator to keep content fresh and up to date. All admin members in the group will have identical group privileges.
- Feel free to use the Tulane wordmark on your Facebook group page. Follow the wordmark guidelines posted in the Style Guide, <http://tulane.edu/news/style/logos/>

### Other Key Information

- All events that are promoted through Facebook need to refer to the appropriate club page on the Tulane alumni website which is the official vehicle for registration. Events that do not utilize the official registration system are not permitted (this includes events with or without a charge). Facebook groups are not designed to replace the official club listservs. They are tools to facilitate listserv signup and to promote event registration.
- The manager(s) and owner(s) of each Facebook group is responsible for maintaining the standards and terms of the Facebook website as well as the expectations of Tulane University. Please do not use the Tulane Alumni City Club page as your personal page and do not post any controversial, political, religious or other sensitive material on the page.
- Be sure to become a fan of the official Tulane Alumni Association facebook page, which can be found here: <http://www.facebook.com/business/dashboard/#/pages/New-Orleans-LA/Tulane-University-Alumni-Association/146685464366>.