

LinkedIn Guidelines

The purpose of creating LinkedIn Tulane Alumni groups and subgroups 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 Alumni Affairs Office recognizes the LinkedIn club groups as valuable tools for communicating and supporting the mission of Tulane University and the mission of the TAA.

The LinkedIn groups and subgroups facilitate communication from Tulane, the Alumni Affairs Office and the Alumni Clubs. In so doing, LinkedIn serves as a supplement to the alumni club listservs and to the official Alumni Affairs website, <http://tulane.edu/alumni>.

For Tulane Alumni LinkedIn groups and subgroups, the following guidelines are offered:

- A link to the alumni club page on the subgroup is 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.

All events that are promoted through LinkedIn need to refer to the appropriate club page 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).

LinkedIn groups and subgroups are not designed to replace the official club listservs. They are tools to facilitate listserv signup and to promote event registration. Each subgroup manager should facilitate the addition of the users' signup to the listserv.

The TAA Communications and Marketing Communications Committee and the alumni club coordinators are responsible for creating groups and subgroups for the clubs and seeing to it that they meet the guidelines. The Committee and the coordinators will assist the club presidents and those agents working at the request of the club presidents to create LinkedIn groups.

The manager(s) and owner(s) of each LinkedIn group and subgroup is responsible for maintaining the standards and terms of the LinkedIn website as well as the expectations of Tulane University.

The Alumni Affairs Information Systems Specialist is the liaison to the TAA Communications and Marketing Committee and should be listed as manager for a Tulane Alumni group, but does not act as moderator for any LinkedIn club pages. The owner(s) and manager(s) must act as moderators for these pages if they wish to utilize them. It will be the club president's responsibility to take on the role of moderator or owner or delegate this responsibility to a person of their choice.

Office of Alumni Affairs Club Coordinators need to be added as managers to the club subgroups which are assigned to them. Their purpose is not to moderate, but to assist the club in making sure that the relevant information on LinkedIn is included on the official website and vice versa.