

Alumni – ‘wonderful outreach advocates’ or ‘out of touch and stuck in their ways’?

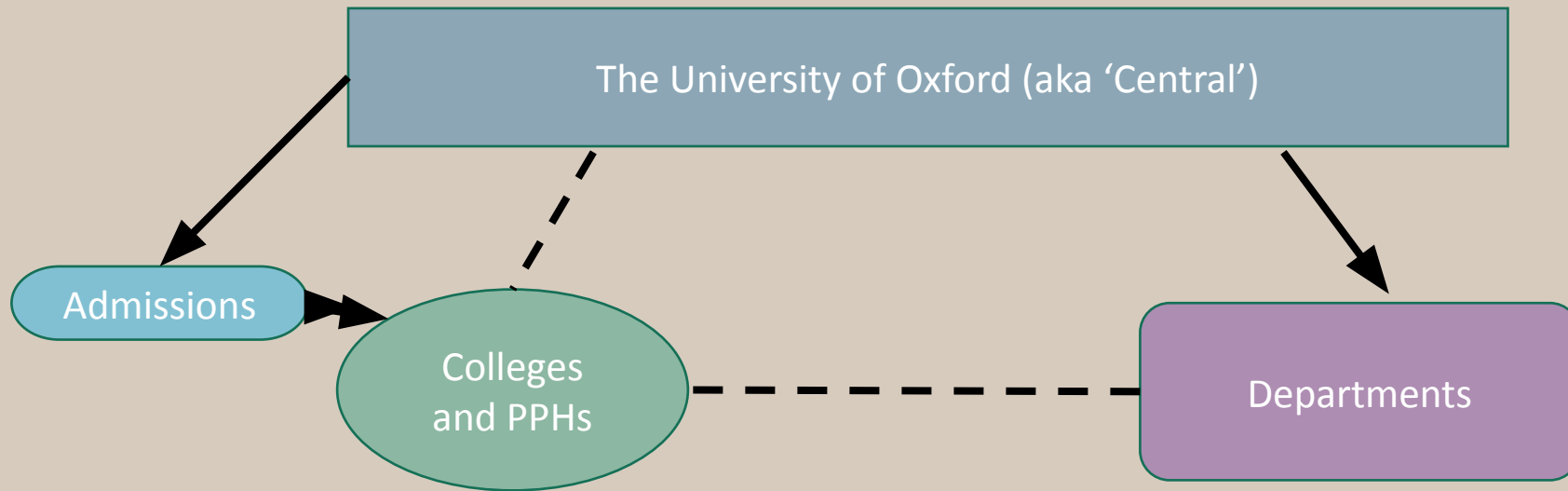
Clare Monaghan, Deputy Director of Alumni Relations
University of Oxford

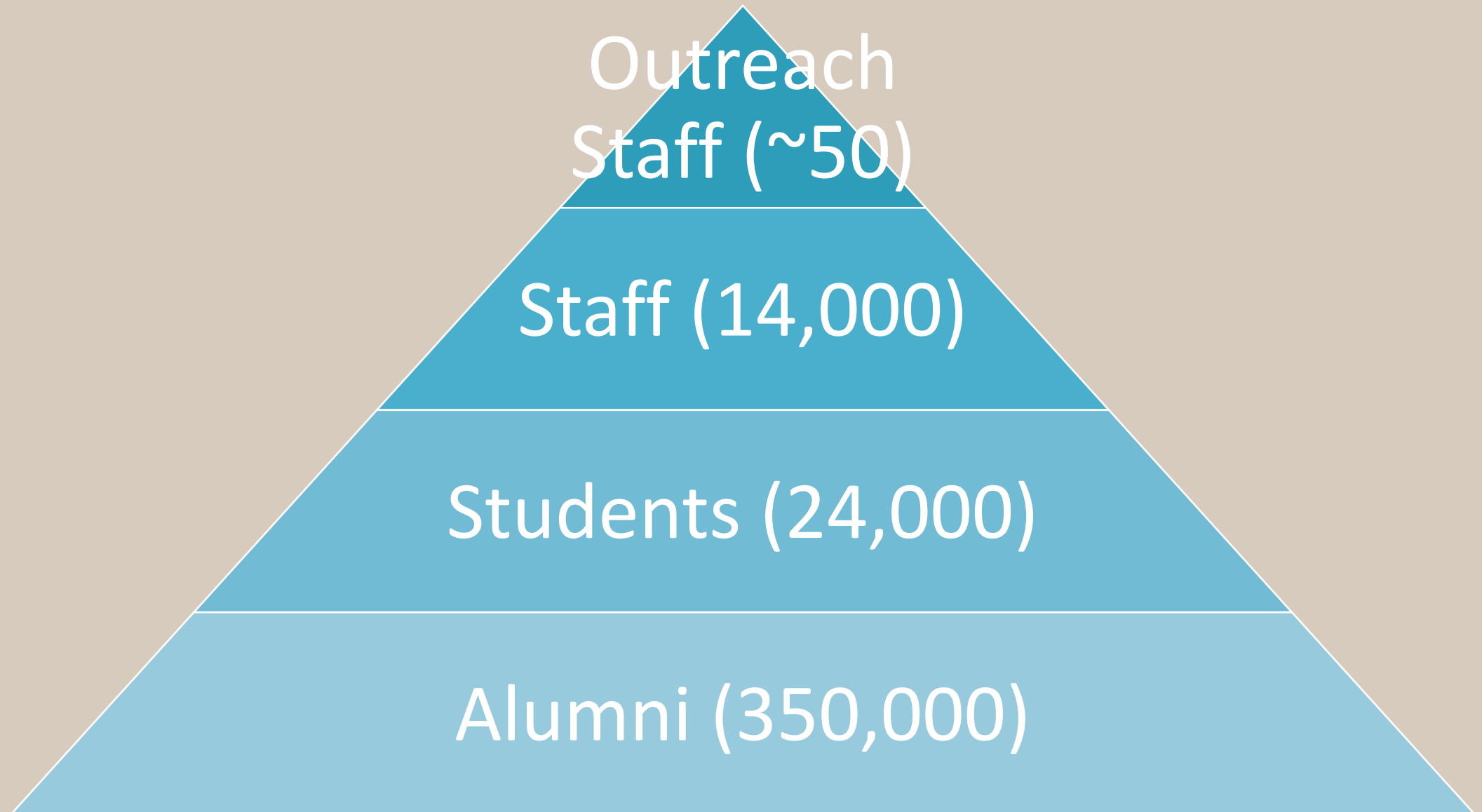


Agenda:

- Oxford alumni advocates
- Group work
- Feedback
- Questions

How does outreach and admissions work at Oxford?









- Set up teachers' networking group
- Set up north east alumni group
- Increase outreach engagement by alumni groups
- Set up formal individual volunteering outreach opportunities
- Write outreach toolkit for volunteers
- Set up segmented targeted communications to graduating student ambassadors
- Organise 3 x outreach events for wider alumni community
- Survey all alumni about appetite to be involved in outreach
- Ensure outreach examples and messaging is included in all alumni communications
- Create cadre of social media influencers
- ...and others I've missed

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Social Media Ambassadors

We are on the search for Social Media Ambassadors (SMAs) to help us promote some exciting events and our alumni messages, particularly as we launch our exciting volunteering and fundraising campaign.

We currently use the main social media channels (Facebook, Twitter, LinkedIn, YouTube, WeChat, Weibo), but we realise that our alumni live and work all over the world. We are looking for social media gurus to help us establish and promote our presence on all major international social media channels.

What's involved?

To share your thoughts, insights, University of Reading experience as well as promoting some of our messaging and participating in thunderclaps. We anticipate that this would take less than one hour a month.

What benefits are there?

This is an opportunity to raise your profile and extend your personal and professional network. You will be part of an exclusive group of volunteers with University-themed rewards depending on how much interaction you have on social media. You will also receive priority booking to some of our events!

Read more about the role and its rewards in our guidelines [here](#).

We would love to hear from you if you are an avid social media user, or if you are passionate about the University and are keen to spread the message! To volunteer, please fill out the form below and Samantha Horsfield our Alumni Communications Officer will be in contact.

Social Media Ambassadors Registration Form




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Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

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Community

Worldwide Branches

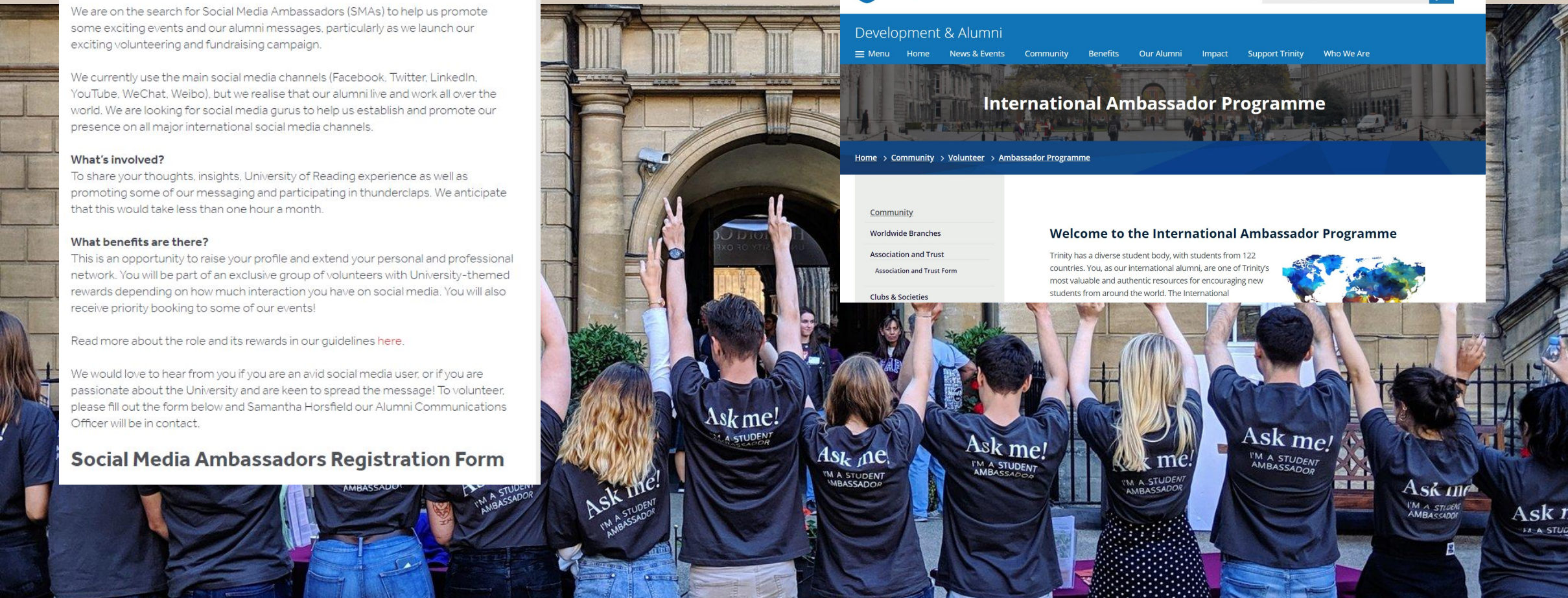
Association and Trust

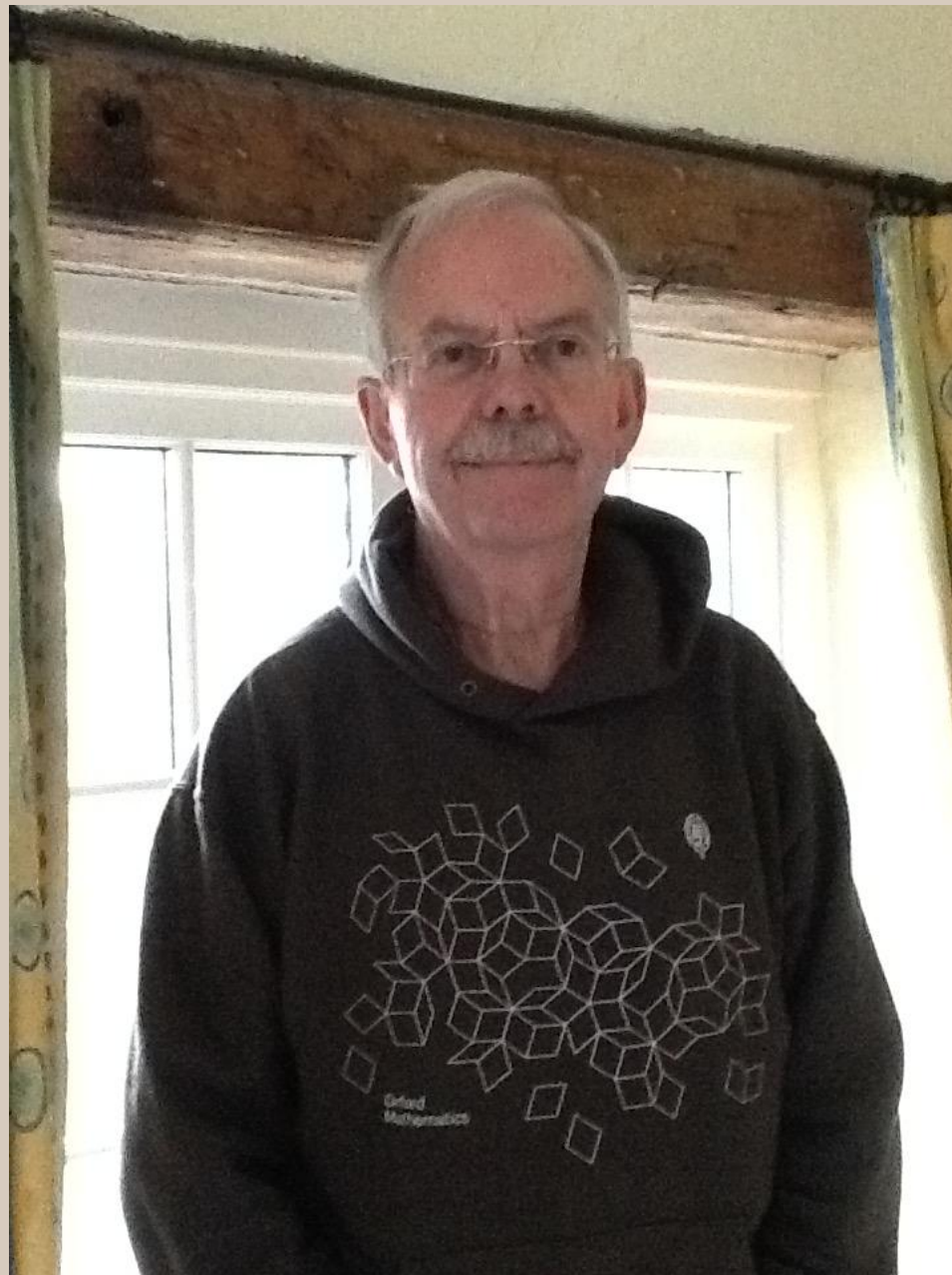
Association and Trust Form

Clubs & Societies

Welcome to the International Ambassador Programme

Trinity has a diverse student body, with students from 122 countries. You, as our international alumni, are one of Trinity's most valuable and authentic resources for encouraging new students from around the world. The International

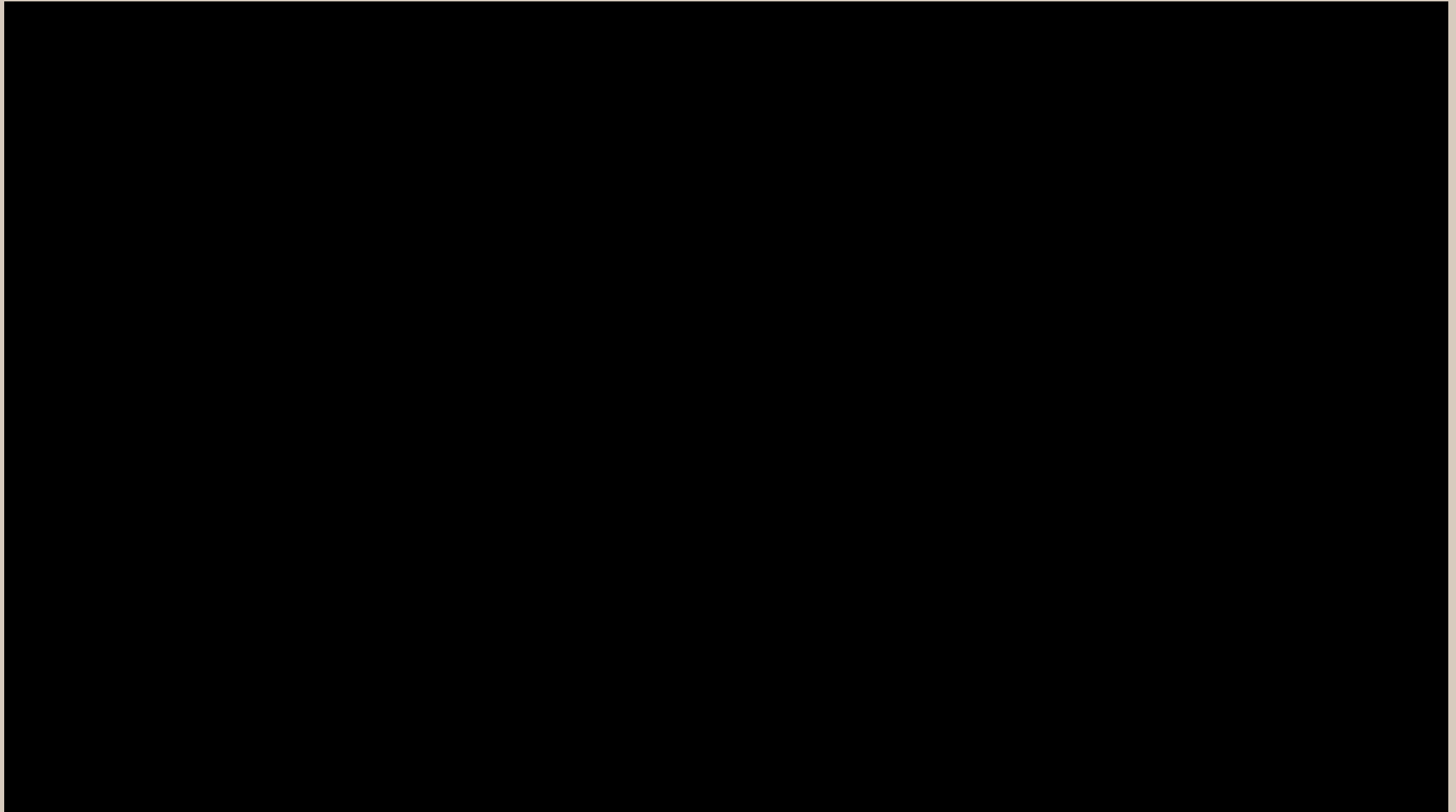





What is your dream outreach
activity involving alumni?

Feedback and interesting examples

Any questions? (if we have
enough time...)



Thank you