

Communication Best Practices for Regional Associations



What, When, Where, and How



Charlie Kohl '72
President, Princeton Association of New England (PANE)
CORA



Foundations

- Many of these best practices have been drawn from previous TQUAD presentations, including:
 - JT Wu '16 & Leslie Robinson '18
 - ***Empowering Recent Alumni to Engage with Regional Associations***
 - Raquel Frisardi '06, Beth Stahlman '89, Christina Clarke '97, Jenny Korn '96, Rob Wolk '91
 - ***Bringing Tigers Together in a Virtual Age***
 - Camellia Falcon '00, Marisa Elena Goldenberg '98
 - ***Hex codes to Hashtags: Getting Started with Social Media***
 - Talbot Payne '84, Sarah Erickson
 - ***TIGERS & TECHNOLOGY***

<https://alumni.princeton.edu/volunteer/resources/regional-volunteers/communications-events-programming>



Utilizing Multiple Channels for Communication

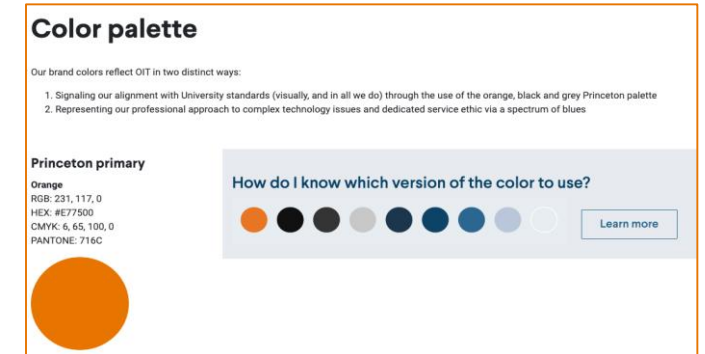
- Use a mix of communication channels such as email, social media, newsletters, online meetings, and websites to effectively reach our communities.
- Different communication channels will cater to the different preferences and habits of our alums.
 - Email newsletters
 - Social media notifications for events and special occasions
 - Websites for events, news, and recognition



Use Consistent Branding Across All Platforms

- Maintain consistency in branding across all communication materials including logos, colors, fonts etc. This creates a cohesive identity for your association.
- Maintain consistent visual identity across all platforms.
- Use Princeton's colors, logos, and fonts.
- Create a recognizable voice and tone.
- Reinforce the alumni community's unique identity.
- See “From Hexcodes to Hashtags” on the CORA resource page.

<https://oitstyleguide.princeton.edu/>



TQUAD – Communication Best Practices

October, 2024

Use Engaging Content

Best Practice - Create compelling content that resonates with your audience. This can include local news and events or updates on the Princeton community at large.

Local events

Local alumni news and success stories

Updates on campus developments

Affinity group events

Interactive two-way content (polls, quizzes, contests)



Event Content

Consider offering a range of events, from informal social hours to structured content, and see what sticks! (from Virtual Event Toolkit)



Book club/Princeton Pre-read



Happy hour/Wine tasting



Cooking/Baking demonstration



Panel discussion/Fireside chat



Open mic night/Live performance



Princeton diversity discussion



“Tigers in Service” Community service project



New admit receptions



Student send-offs
Movie watch party



Annual dinner/Board meeting



Hobby hour/Wellness



Trivia/Game night



[Alumni Association Speakers Bureau](#)



Lunch and learn

Event Tips, Tricks & Considerations

Event timing

- Mid-week is optimal; avoid Fridays & weekends
- Catch people before they sign off for the day – plan events for late afternoon or early evening
- Be mindful of all holidays

Event duration

- Limit your event to 60 minutes
- If your event will be longer than 60 minutes, consider dividing into 2+ sessions
- Launch your event at least 15 minutes early to allow speakers and host(s) to “meet & greet”

Event preparation

- Designate both a program host, and a technical lead, as well as back-ups should any issues arise
- As host, keep an alternate device handy in case of connectivity issues
- Offer a separate “practice session” when featuring a speaker/panelists to address logistics and program flow



Tiger “Tent” Event



The graphic features a photograph of football players in orange and black uniforms running on a field. The background is dark with a pattern of orange ferns. In the top right corner, there is a stylized orange and black 'P' logo. The main text is in large, bold, orange letters. Below the main text, there is a white box containing the event name in black. The date and time are in orange, and the location is in white. At the bottom, the sponsors are listed in white.

**TIGERS TACKLE
HARVARD**

PRE-GAME RECEPTION

SATURDAY, OCT. 26 | 12:30 - 2:30 p.m.
GRAFTON STREET PUB & GRILL | HARVARD SQUARE

Co-Sponsored by the PVC, Alumni Engagement, & PANE

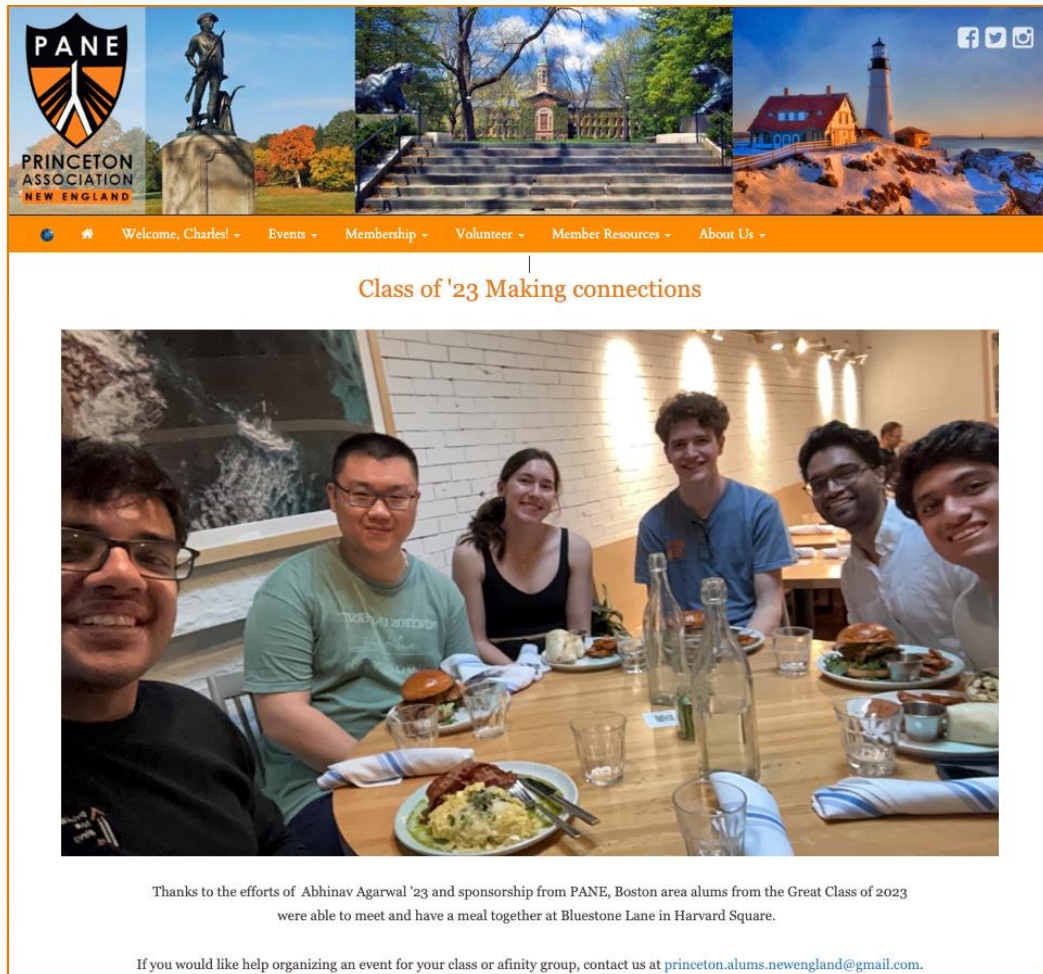


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October, 2024

Third Thursday Tiger Talks are proudly sponsored by the Alumni Council Executive Committee and led by the Committee on Regional Associations

Local Alumni News and Events



The screenshot shows the PANE (Princeton Association New England) website. The header includes the PANE logo and navigation links: Welcome, Charles! - Events - Membership - Volunteer - Member Resources - About Us -. The main content area features a photo of six young men sitting around a table in a restaurant, eating and talking. The article title is "Class of '23 Making connections".

Class of '23 Making connections

Thanks to the efforts of Abhinav Agarwal '23 and sponsorship from PANE, Boston area alums from the Great Class of 2023 were able to meet and have a meal together at Bluestone Lane in Harvard Square.

If you would like help organizing an event for your class or affinity group, contact us at princeton.alums.newengland@gmail.com.



The screenshot shows the PANE website with a recruitment post for the Center for Career Development at Princeton University. The header is identical to the first screenshot. The main content area features the Center for Career Development logo and the text "Alumni volunteers needed! Support students and host a Princeternship!".

Center for CAREER Development
PRINCETON UNIVERSITY

Alumni volunteers needed! Support students and host a Princeternship!

Did you happen to read [The WSJ](#) article about why Princeton is the #1 institution in the country? One factor highlighted in the piece is how the University "eclipses almost every other school in setting up students for financial success later in life, factors that make up 70% of each college's overall score." The article goes on to describe how career preparation begins early for Princeton students:

"Just months after arriving on campus, Princeton students can apply for a "Princeternship," a brief internship and job-shadowing opportunity over their first winter break. The program gives students an early opportunity to explore career paths, gain real-world experience and build relationships with alumni hosts."

The [Princeternship](#) program is deeply meaningful and impactful for students. **Please consider hosting a Princeternship!** Demand for shadowing experiences grows year after year, and we are always looking for new alumni to engage with us and help us expose students to different career paths. If you are interested, please email Micaela Ortiz (micaelae@princeton.edu) for more information.



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Affinity Group and Campus News and Events

PRINCETON ASSOCIATION NEW ENGLAND

Welcome, Charles! - Events - Membership - Volunteer - Member Resources - About Us -

Editing Article #886 Active Version: Stay on current version (2 previous versions available)

Rich Text Editor, bodytext

We are resuming our signature Dim Sum Brunch, co-sponsored by A&P and PANE. In the past it was an event to usher in the Lunar New Year, but it's always a good time to celebrate our common bond with Old Nassau and meet with friends new and old! Bring your partner / kids / friends. All are welcome! Please sign up with the link below.

Join us
DIM SUM BRUNCH

Come enjoy a pre-summer brunch with Princeton friends in the Boston area.
All are welcome!

May 20, 2023 (Saturday)
10:45am
Hei La Moon, Boston

AP **PANE**

[Sign up here](#)

PRINCETON ASSOCIATION NEW ENGLAND

Welcome, Charles! - Events - Membership - Volunteer - Member Resources - About Us -

ONLINE SERVICE OF REMEMBRANCE

Service of Remembrance Online

JOIN THE PRINCETON COMMUNITY ONLINE AT 3 P.M. TO RECOGNIZE AND HONOR THE ALUMNI, STUDENT AND MEMBERS OF THE PRINCETON UNIVERSITY FACULTY AND STAFF WHOSE DEATHS WERE RECORDED BY THE UNIVERSITY DURING THE PREVIOUS CALENDAR YEAR.

An especially moving moment during the Service of Remembrance is the Memorial Procession, when representatives from every undergraduate class, the Graduate School, the Princeton faculty and staff place a symbolic white carnation in the memorial wreath to honor those Princetonians whose deaths were recorded in the previous year. As part of our virtual service this year, you may honor a Princetonian with a virtual "carnation" by posting a [memorial message](#).

Please note that if you are unable to attend the Service of Remembrance when it streams online, the video will be available for [on-demand viewing](#).



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Interactive Content - PANE Survey



What events or activities should PANE plan for 2025?

5 Minute Survey: We want to hear from you.

Share what you like about PANE activities and what you'd like to see more of. You are free to skip any question, but we learn a lot from every bit of information you share.

1. How many PANE events have you attended in the past year (in person or virtual)?

3. How much do you rely on public transit to participate in PANE events?

5. What would you think about PANE hosting a *formal* event (like a year end Princeton party or All Ivy ball)?

2. Which types of PANE events would you be interested in attending?

Sporting Events

- Yes
- Maybe
- No

Performing Arts

- Yes
- Maybe
- No

Family-friendly

- Yes

4. What are the best ways for PANE to communicate with you? (Please feel free to skip the unfamiliar.)

Mastodon

- Unlikely
- Neutral
- Likely

X/Twitter

- Unlikely
- Neutral
- Likely

6. Would you have any suggestions about future PANE events?

8. (Optional) Please share

your full name

Class year (undergrad or grad)

email address



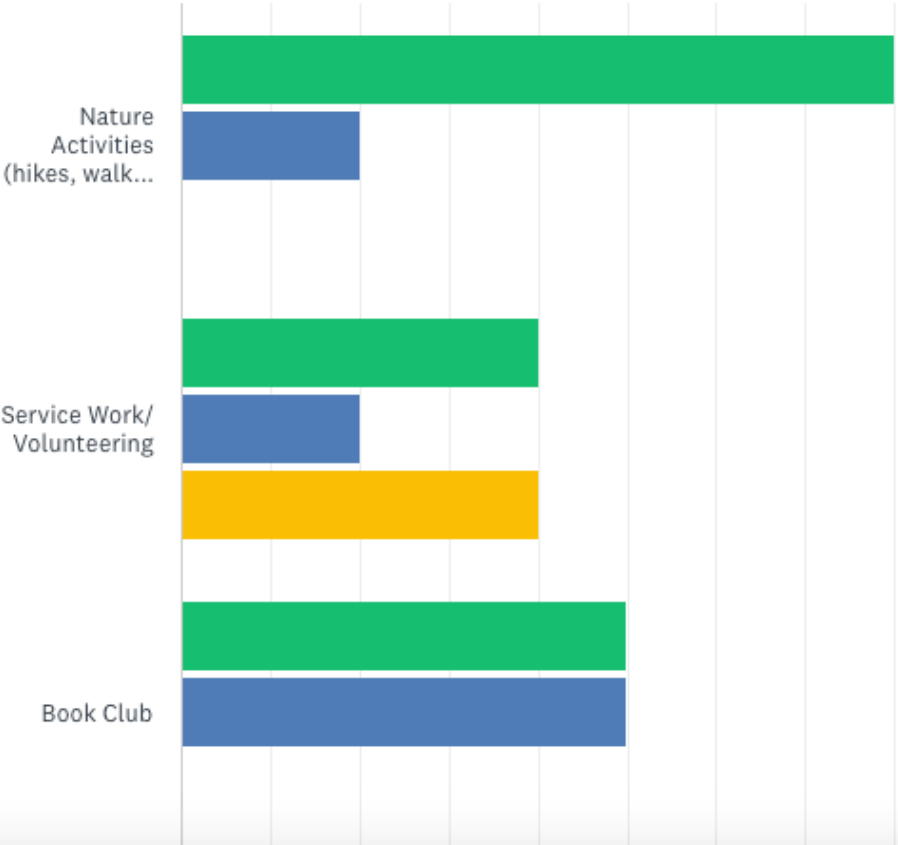
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Survey Report Format

Which types of PANE events would you be interested in attending?

Answered: 5 Skipped: 0



Lots of Digital Channels Available for Distributing this Content



Facebook: *Building Community*

- Facebook remains a powerful platform for nonprofits to connect with a diverse audience.
- Create fundraisers, share success stories, and engage with followers through posts, comments, and live videos.
- Leverage Facebook Groups to build a dedicated community around your cause, spearheading timely discussions and interactions among supporters.

• **Instagram:** *Visual Storytelling and Impactful Content*

- Ideal for sharing visually appealing content, Instagram is perfect for nonprofits with compelling stories to tell.
- Utilize Instagram Stories, IGTV, and Live to showcase behind-the-scenes insights, success stories, and real-time updates.
- Engage with followers through interactive features like polls, questions, and donation stickers.

• **X (formerly Twitter):** *Quick Updates and Trending Conversations*

- X's fast-paced nature makes it suitable for sharing timely updates, news, and engaging in trending conversations.
- Utilize hashtags strategically to increase the discoverability of your content and join relevant conversations.
- Host Twitter chats to facilitate discussions around your cause and connect with like-minded individuals.

• **Snapchat:** *Engaging a Younger Audience*

- Similar to TikTok, Snapchat's short-lived visual content can be harnessed to engage a younger audience with fun and interactive campaigns.
- Create time-limited content, host takeovers, and leverage filters to promote your cause.

• **TikTok:** *Creative and Viral Outreach*

- Reach a younger demographic by creating short, engaging videos that showcase your nonprofit's impact or share educational content.
- Leverage trending challenges and hashtags to increase visibility and encourage user-generated content related to your cause.

• **LinkedIn:** *Professional Networking and Partnerships*

- LinkedIn is not only for job seekers; it can also be a valuable platform for nonprofits to connect with corporate partners, volunteers, and professionals interested in your cause.
- Share thought leadership content, success stories, and engage in discussions relevant to your field.

• **Pinterest:** *Visual Storytelling and Content Curation*

- If your nonprofit creates visually appealing content such as infographics, posters, or artwork, Pinterest can be a valuable platform for sharing and organizing such content.
- Utilize boards to curate content related to your cause and inspire supporters.

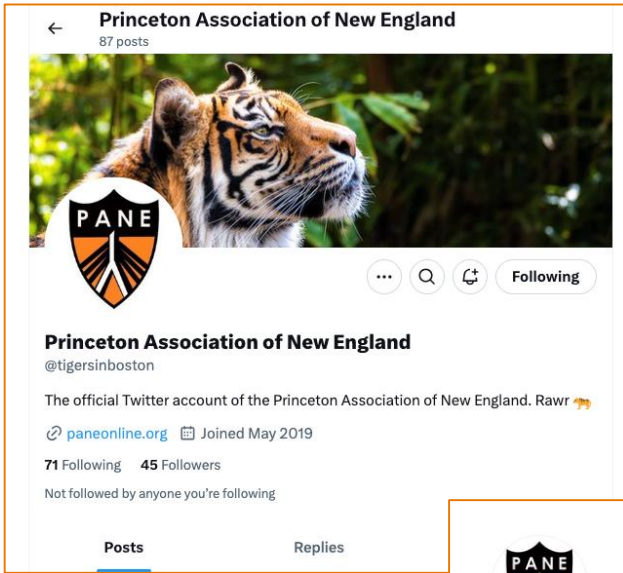
• **YouTube:** *Impactful Visual Content and Storytelling*

- Video content on YouTube can deeply resonate with audiences, making it ideal for showcasing your nonprofit's mission and success stories.
- Create informative videos, vlogs, and live streams to engage supporters and provide in-depth insights into your work.
- **The University maintains an engaging and well produced YouTube account/channel. There is endless content there that regional clubs can take advantage of and repurpose (as opposed to creating new content.**

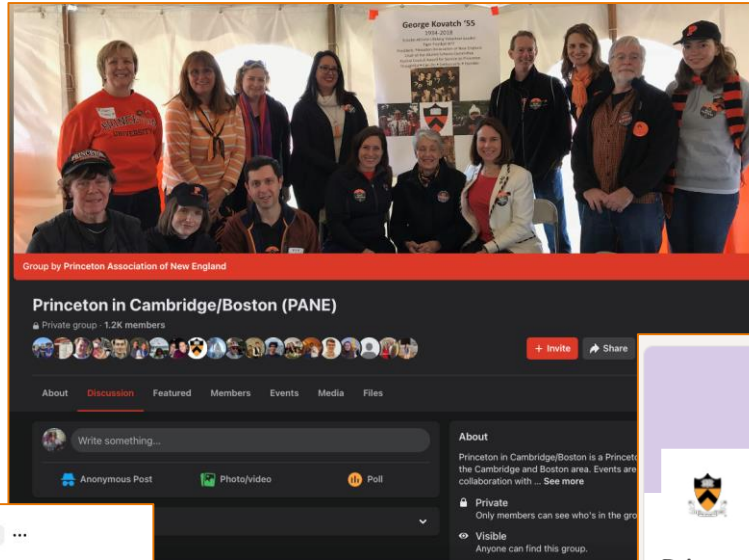
From <https://iamparagon.com/2024/02/01/leveraging-social-media-for-alumni-engagement/>



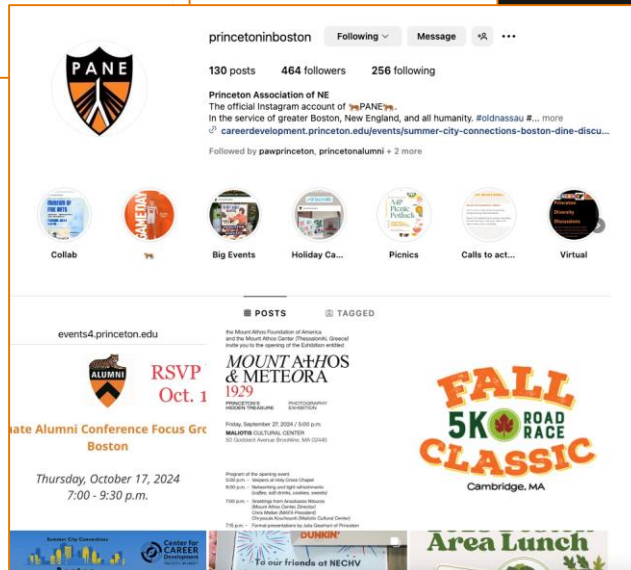
Content on Social Media



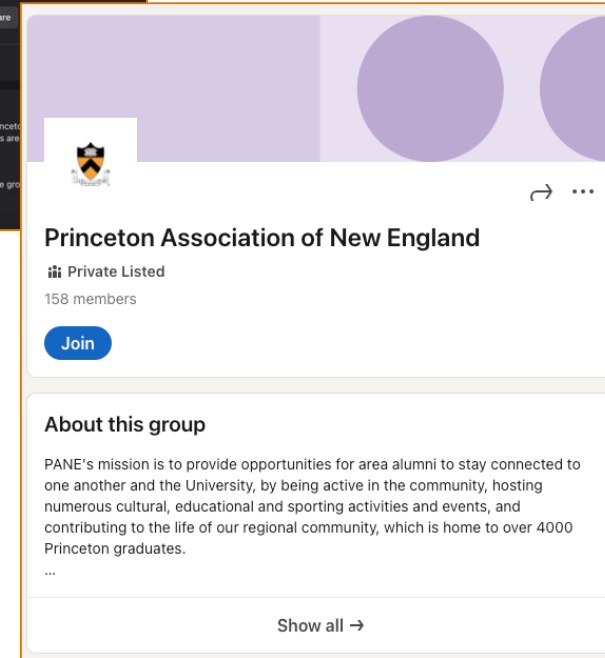
X (Twitter)



Facebook



Instagram



LinkedIn



TQUAD – Communication Best Practices

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Website Best Practices

- Websites should incorporate dynamic elements such as discussion forums, event calendars, and career resources.
- Have frequent updates. Be it spotlighting alumni success stories, promoting upcoming events, or sharing valuable content, a consistently refreshed website keeps alumni engaged.
- Incorporate registration, payments, and feedback mechanisms.
- Have an image archive.
- Have multiple website administrators trained.
- Have an internal style guide.
- Pay attention to usage rights.



Current PANE Website

PRINCETON ASSOCIATION NEW ENGLAND

Welcome, Charles! - Events - Membership - Volunteer - Member Resources - About Us

UPCOMING EVENTS

Pre-Game Reception for the Harvard Game

FEATURED
12:30PM - 2:30PM Sat 26 Oct 2024, Eastern timezone
The Tiger Tent has changed this year. We are having a pre-game reception at the Grafton Street Pub just across the river from the stadium on JFK St.
tell a friend read more Add to Calendar

Princeton Alumni Biotech Mixer

TODAY
5:00PM - 7:30PM Wed 16 Oct 2024, Eastern timezone
Princeton alumni and students (grad and undergrad), as well as undergrads and grad students from schools in the local area are all welcome!
tell a friend read more Add to Calendar

Black holes, the Doomsday Clock, and other weighty matters

5:30PM Thu 17 Oct 2024, Eastern timezone
The Princeton Club of Chicago is presenting a Zoom talk by Professor Daniel Holz '92 on talk on black hole astrophysics.
tell a friend read more Add to Calendar

Graduate Alumni Conference Focus Group

TOMORROW

LATEST NEWS

Join us! Alumni Schools Committee Interviewing Season

Do you enjoy meeting young people? Do you love Princeton? If so, interviewing prospective Princetonians is for you! We are looking for alums to interview students during the Early Action (November) and Regular Decision (January-March) admission cycles.

Housing for the Head of the Charles

A request for housing suggestions for a Head of the Charles rower

Alumni volunteers needed! Support students and host a Princeternship!

This program is always in high demand among students, and we need your help to expand these opportunities. Your participation is deeply meaningful and impactful on a fellow Tiger's future

Alumni Discussion Groups Move to TigerNet Forums

The forums join the 130-plus a group websites, including class, regio



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New PANE Website

The screenshot displays the PANE website interface. At the top, there is a navigation bar with the Princeton University Alumni logo, a search icon, a notification bell with a '36' badge, and a profile icon. Below the navigation bar is a banner featuring three images: a statue, a building, and a lighthouse. The main heading is 'PA of New England', accompanied by a 'W C +5067' badge and a 'Joined' button. A menu bar includes 'Events', 'News', 'About Us', 'Memberships', 'Members', 'Member Resources', 'Volunteer', 'Live feed', and 'PANE Shop'. Below the menu is a search section with 'Search for events' and 'Search by location' dropdowns, a 'Clear all filters' button, and a 'List' button. Filter tabs for 'Past', 'Upcoming', 'Next 7 days', and 'Next 30 days' are visible. The 'Events (7)' section lists four events:

- Virtual Trivia Night Across the Nation**
Date: August 8, 2024 5:30 PM - 6:30 PM EDT
Online event: 1
- Princeton Alumni Association of Maine's...**
Date: August 8, 2024 5:30 PM - 8:00 PM EDT
Location: 25 Long Wharf, Portland, ME 04101, USA
- TANGLEWOOD: A JOHN WILLIAMS FILM NIGHT**
Date: August 3, 2024 8:00 PM EDT
Location: 297 West St, Lenox, MA 01240, USA
Online event: <https://www.bso.org/events/jo...>
- How Great Cartoonists Make Great Cartoons - a...**
Date: July 18, 2024 6:30 PM - 7:15 PM PDT
Online event: <https://pcnc.org/events/cartoo...>



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Tigernet2 Provides an Inclusive Princeton Environment

The screenshot displays the Princeton University Alumni website interface. At the top, the Princeton University Alumni logo is on the left, and navigation icons for search, notifications, and a user profile are on the right. A horizontal menu contains links for Alumni Communities, Alumni Directory, Open Events, TigerNet Forums, TigerNet Policy, Help & Support, and Admin Panel. Below the menu, there are search filters: a text input for 'Search for Alumni Communities' and a location selector for 'Search by location'. The main content area is divided into two sections: 'My Alumni Communities (11) · See all' and 'Affinity Groups (8) · See all'. Each section contains a grid of community cards. Each card features a representative image, the community name, and the number of members. The 'My Alumni Communities' section includes: Alumni Council Executive Committee (ACEC) with 86 members; Class of 1972 with 1017 members; PA of New England with 5752 members in the United States; and TigerNet Forums: 60-Something Matters with 122 members. The 'Affinity Groups' section includes: A4P-Asian American Alumni Association of Princeton with 6577 members in Princeton, NJ, United States; ALPA- Association of Latino Princeton Alumni with 2415 members in Princeton, NJ, United States; Association of Black Princeton Alumni with 4364 members; and Native Alumni of Princeton with 139 members. Each card in the Affinity Groups section has a 'Join Group' button and a 'Go to Group' button.



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Email Best Practices

- Frequency
 - Do not overload email inboxes.
 - Regular schedule for newsletters - Monthly, Quarterly.
- Content
 - Avoid TLDR – use click through links for explanatory or detailed links.
 - Break text into short paragraphs.
 - Test on monitors as well as phones.
 - Be aware of accessibility guidelines (<https://huit.harvard.edu/news/creating-accessible-emails>).
 - Keep the subject line short but meaningful (*research says 12-character lines best, but I have never met that goal*)
 - Use the words “Support” “Need” “Thanks” “Thank You” instead of “Help” “Last” “Left” “Give” “Renew”.
- Distribution Timing
 - General rule is that Mondays are best.
 - However analysis of Princeton emails show that weekends have consistently higher open rates than weekdays.
- Use analytics to improve your communication strategies.
 - We have an advantage over most communities; from a 2017 study the Princeton open rate is 36% while other universities are at 25%.
 - What gets opened? What are your click throughs?
 - Consider using analytics on your social media channels.



Tigernet2 Email Analytics

[Groups >](#) Export

PA of New England

Home Members & Prospects Engagement scoring Memberships Events News Campaigns Media center Group tabs Payments Settings

Campaigns Reports

Campaign type: Campaign

Search by email subject:

Start date (MM/DD/YYYY): 04/16/2024

End date (MM/DD/YYYY): 10/16/2024

Display figures in table

Email subject	Sending date	Sent	Delivered	Opened	Clicked	Bounced	Clicked unsubscribed	Reported as spam	
Ivy League Sisters' Global Summit	10/15/2024 03:44 PM	100 %	99 %	62 %	3 %	0 %	0 %	0 %	View report
The "Tiger Tent" and other PANE Activities	10/05/2024 05:59 AM	100 %	99 %	62 %	3 %	0 %	0 %	0 %	View report
PWN at the Cambridge Fall Classic SKI	09/05/2024 09:33 AM	100 %	99 %	65 %	1 %	0 %	0 %	0 %	View report
Every Voice: Honoring and Celebrating Princeton's LGBTQ+ Alumni	08/22/2024 01:39 PM	100 %	99 %	58 %	0 %	0 %	0 %	0 %	View report
Reminder! Boston PWN Summer Event 8/10/24	08/10/2024 12:58 PM	100 %	99 %	65 %	0 %	0 %	0 %	0 %	View report
Reminder! Boston PWN Summer Event 8/10/24	08/06/2024 10:00 AM	100 %	99 %	63 %	0 %	0 %	0 %	0 %	View report
PANE End of Summer Events	08/05/2024 10:43 PM	100 %	99 %	60 %	1 %	0 %	0 %	0 %	View report
PAA Maine's Annual Dinner/Meeting University Speaker Event	07/30/2024 11:47 AM	100 %	99 %	59 %	1 %	0 %	0 %	0 %	View report
RSVP - Boston PWN Summer Event 8/10/24	07/18/2024 11:57 AM	100 %	99 %	64 %	0 %	1 %	0 %	0 %	View report



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Events Best Practices

- Announce the event on your website.
 - If you have paid admission consider a discount for dues-paying members.
- Follow the announcement with a brief listing in a monthly or quarterly newsletter that links to the website.
- As the event grows near, post it on your social media feeds.
- If it is a significant event, send a reminder email and place social media posts the week of the event.
- If the event is an in-person talk or Zoom, consider recording the event and making the recording available on the website.



Tiger "Tent" Event Webpage



Welcome, Charles! - Events - Membership - Volunteer - Member Resources - About Us



TIGERS TACKLE HARVARD

PRE-GAME RECEPTION

SATURDAY, OCT. 26 | 12:30 - 2:30 p.m.
GRAFTON STREET PUB & GRILL | HARVARD SQUARE

Co-Sponsored by the PVC, Alumni Engagement, & PANE

Due to a variety of factors (construction, Parent's Weekend, and a ceremony for Ryan Fitzpatrick) Harvard was unable to offer us space for the Tiger Tent this year. However, with the help of the Princeton Varsity Club and the Office of Alumni Engagement we have been able to create a new and different event - a Pre-Game Reception at the Grafton Street Pub just across the river from the stadium on JFK Street.

Please note that, because space is limited, reservations must be made in advance using the registration link below.

Also note that this does not include game tickets - tickets in the Princeton section are available through the [game tickets](#) link.

GO TIGERS!

EVENT DETAILS

Tigers Tackle Harvard: Pre-Game Reception
Time: 12:30pm-2:30pm
Location: Harvard Square | Grafton Street Pub & Grill (59 JFK St, Cambridge, MA 02138)
Featuring complimentary tailgate style food and drink

REGISTRATION

All guests **must** register in advance to ensure venue capacity is not exceeded.
Tickets include access to the Princeton vs. Harvard Pre-Game Reception and complimentary tailgate style food and drink.
[Click here to register](#) and learn more.

PARKING

The pre-game reception will take place approximately half a mile from Harvard Stadium ([view map](#)). Guests are encouraged to park in nearby parking garages located in Harvard Square or purchase stadium parking passes through the Harvard Athletics department for \$20.

GAME TICKETS

Fans can [click here](#) to purchase game tickets in the visiting Princeton fan section.
For group rates of 10+ tickets please call the Harvard Ticket Office (617) 495-9054.
The designated Princeton area will be located in Section R 8.



Tiger "Tent" Email and Social Media Posts



Tigers -

At long last we have news of this year's "Tiger Tent" for this year's Harvard football game. Due to a variety of factors (construction, Parent's Weekend, and a ceremony for Ryan Fitzpatrick) Harvard was unable to offer us space for a tent this year. However, with the help of the Princeton Varsity Club and the Office of Alumni Engagement we have been able to create a new and different event - a Pre-Game Reception at the Grafton Street Pub just across the river from the stadium on JFK Street.

For more information and to make reservations, go to the [PANE website](#). Please note that, because space is limited, reservations **must** be made in advance using the registration link on that page.

Also note that a reservation to the reception does not include game tickets - tickets in the Princeton section (and optional parking passes) are available directly from Harvard at [Harvard Game Tickets](#).

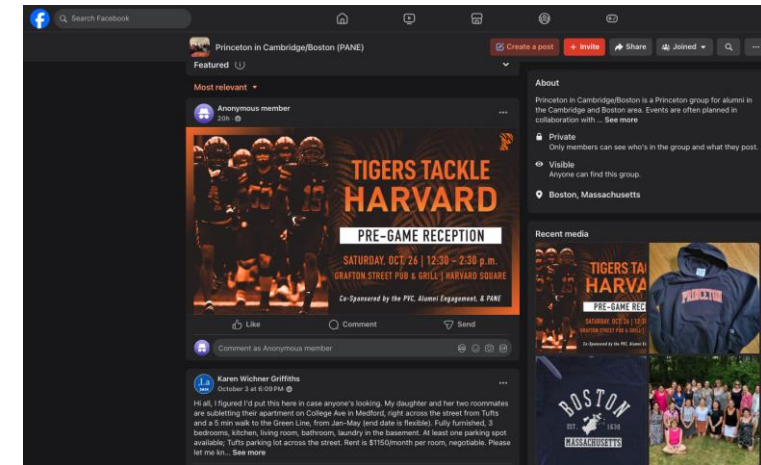
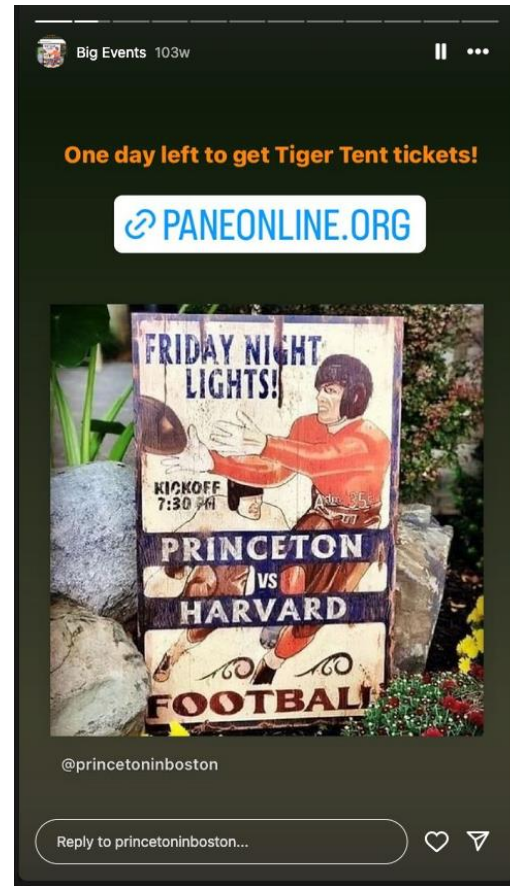
Other October Events

Orange and Black Day. Show your colors and celebrate the University's 278th birthday on October 22nd. Join [alumni across the generations](#) for a day filled with connection, fun and Princeton spirit — on campus, online and around the world through your regional club. Take a photo in your best Princeton gear and post it to social media or a kudoboard as we color the internet orange and black.

We have two local gatherings for Orange and Black Day.

- Abhiram Karuppur '19, (a current MBA student at Harvard Business School) is organizing an event for local alums on October 21st. See <https://partiful.com/e/bFmOJSTkypEMpuTEvgAl> for more information and a registration link.
- Grace Gong '22 is organizing an event for alumna from the classes of '22 and '72 on October 22nd from 6:00-7:00 at Sidebar (14 Bromfield St, Boston, MA 02108; <https://sidebarboston.com/>). Please RSVP to princeton.alums.newengland@gmail.com.

Virtual Wine Tasting - Princeton Wines at the White House. The Princeton Club of Hilton Head invites Tigers to an exploration of White House wines with a Princeton connection on October 21st. See the [PANE website](#) for details.



TQUAD – Communication Best Practices

October, 2024

Tiger “Tent” Email Report

Campaign Analytics : The "Tiger Tent" and other PANE Activities

[Back to the emailing campaigns](#)

Overview

Activity




Links

Sent to 4343 with the following targeting parameters

Number of recipients: 4343

Targeted list of users: All - No Membership

Analytics overview

Sent	Delivered	Opened 	Clicked 	Dropped 	Bounced	Clicked unsubscribed	Reported as Spam
4 287	4 268	2 685	150	54	31	10	0
100 %	99 %	62 %	3 %	-	0 %	0 %	0 %



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Personalization Best Practices

- The ideal is to personalize your communications by addressing recipients by name and targeting content based on their activities or interests.
- It is difficult for our regional associations to personalize our communications with our current tools.
 - Segment your audience based on graduation year, field of study, interests
 - Tailor content to different demographic groups.
 - Use personalized greetings in emails.
 - Highlight relevant events and opportunities.
- New ideas are encouraged...



Other Best Practices

- **Pay attention to copyrights!**
- Have a shared email account that can be used for email verification.
- Keep a master repository of account credentials.
- Have a crisis communication plan in place to address any unforeseen issues or negative publicity.
- Communicate with alumni about volunteer opportunities and engage them in various activities to strengthen their bond with the organization.
- Coordinate communication efforts with other regional associations and Alumni Engagement.
- Ensure timely dissemination of news related to the organization's activities such as events or reunions.



University Resources

- Style Guide - <https://oitstyleguide.princeton.edu/>
- The Princeton University YouTube channel
- Volunteer Resource page - <https://alumni.princeton.edu/volunteer/resources/regional-volunteers>
 - Handbook
 - Recognition and award opportunities
 - Past TQUAD presentations
 - Speakers bureau
 - Alumni Engagement
 - Kat Kennedy - katkennedy@princeton.edu
 - Natalia Dempsey - nd2409@princeton.edu
 - Hannah Marino - hm4575@princeton.edu
 - Athletics Advancement
 - Princeton Varsity Club



General Best Practices Checklist



- In crafting communications for OIT, we recommend referring to the following set of prompts. If you can't answer (or keep answering "no"), you should return to your outline and/or source(s)
- Is it timely?
- Who are the main audience(s)?
- Will the audience(s) consider it relevant?
- How do I want the audience to feel while reading/hearing it?
- Which content is must-know, vs. good-to-know?
- Is it benefit-driven?
- Is the terminology written in an easy-to-understand manner?
- Are tech acronyms spelled out?
- Can I say any of it in a shorter way?
- Does it flow intuitively?
- Is the language inclusive?
- Does it require action from the audience?
- Will it require follow-up?
- Have I opened and closed with standard OIT language?
- Is there a template I should follow for this kind of messaging?
- Has permission been granted by copyright owner for the use of rich media assets (photo, video, illustration, etc.)?



Questions and Discussion

Thank you.

Let's open the floor for any
questions or comments.



Communication Best Practices for Regional Associations



What, When, Where, and How



Charlie Kohl '72
President, Princeton Association of New England (PANE)
CORA



Ideas For Discussion

- Texting as a new channel?
 - Would have to be opt-in to gather phone numbers
 - Advantages
 - Highly personalized
 - Immediate
 - Disadvantages
 - Intrusive
 - Labor intensive



Ideas For Discussion



- What are the best channels for our community?
 - Does the same information go on all channels?
 - With respect to our various affinity and demographic groups, who uses which channels?
 - How do we avoid overload and keep alums eager to receive communications?
- Are the TigerNet forums our platform of choice?
- Can we make use of the Princeton University YouTube channel



Ideas For Discussion

- How do we best collaborate?
 - Should we define a standard format for information about events involving multiple regional associations?
 - Should the regional associations have a shared calendar?
 - Should we have a regional association discussion platform?

