



## **Online Class Newsletter Editor Guidelines**

Class Newsletter Editors maintain and build ongoing relationships with their classmates to keep one another current on updates, stories, accomplishments, and IWU engagement opportunities. Editors then post gathered information on an online Class Newsletter blog.

### **Maintaining Relationships & Engagement**

Connecting with classmates is critical in seeking and learning of news. Frequently touching base with classmates via email, phone, visit, or social media can aid in collection of updates and accomplishments. Make the role of Class Newsletter Editor apparent to classmates, as well as share desire to post any learned information on the Online Class Newsletter blog.

### **Partnership & Collaboration**

Work closely with the Office of Alumni Engagement by sharing news collected, navigating any University event specific details, and ask any questions regarding best practices, roles, and responsibilities of being a Class Newsletter editor.

### **Best Practices & Responsibilities**

- 1) Each post should cover the basic who, what, when, where, and why - this helps in successfully relaying information.
- 2) Use of imagery in posts increases engagement - feel free to incorporate photos using the media gallery ((with approval from classmate(s)).
- 3) Include direct links to websites/articles to provide further details when possible.
- 4) Create a push-pull (push information to pull them into interaction) strategy with posts - i.e. share your favorite memory of campus followed by prompting your classmates to comment with their thoughts.

## **Online Class Newsletter Editor Guidelines (cont'd)**

### **Best Practices & Responsibilities (cont'd)**

- 5) If there is a Facebook Group for the class, contact the owner of the group to discuss ways to partner and cross-promote content from both online spaces. Always get approval from the person who the news is about before posting on Class Newsletter blog
- 6) Frequently review Illinois Wesleyan University's website and the Alumni pages to gather news, information, events, and other content to repost on the blog.
- 7) Be sure to receive alumni communications including monthly e-newsletter and Campus Weekly emails for content to repost on the blog.
- 8) Make a concerted effort to post and encourage participation with the University through various volunteer opportunities to assist current students.
- 9) Stay up-to-date on the various alumni programs, events, and opportunities for alumni to be sure to share in the newsletter.
- 10) Participate in conference calls and other activities with the Class Newsletter Chair and University staff as scheduled.

### **Blog Post Suggestions:**

#### **January**

- Happy New Year - encourage comments for upcoming year and resolutions.
- Promote nominating a fellow titan for an alumni award.

#### **February**

- Post a nostalgic photo of campus from the winter - prompt a question for a favorite winter memory at IWU.
- Valentine's Day - encourage sharing of love stories formed on campus
- "Double the Love" February is matching gift month - encourage classmates to make a gift and double their impact by seeing if their employer matches charitable giving.

#### **March**

- Call for Titan Alumni Ambassadors - encourage your classmates to consider being an Ambassador to recruit the best and brightest students to IWU.
- Encourage classmates to share their Titan experience with young people in their circle - family, friends, etc.

## Online Class Newsletter Editor Guidelines (cont'd)

### April

- Encourage participation in All In for Wesleyan - i.e. give, post, and ask others to do the same.
- Share any spring break memories or fun times with friends over breaks or in the quad on warm spring days.

### May

- Congratulate and welcome new graduates to the IWU Alumni Association - ask for graduation day memories and “real-world” advice to new graduates.

### June & July

- Reminder of the end of IWU’s fiscal year (July 31) and encourage gifts to the Wesleyan Fund

### August & September

- Welcome a new class of Titans to IWU - ask your classmates if they know of any new/prospective IWU attendees
- Promote Homecoming and Class Reunions

### October & November

- Post your favorite homecoming stories, photos, and memories.
- Encourage giving on Giving Tuesday - a global movement where people around the world give back to organizations that mean the most to them.
- A post of ‘thanks’ around your IWU experiences during the holiday season - prompting others to share their thanks

### December

- Happy Holidays - encourage a spirit of giving to the Wesleyan Fund as the calendar year comes to a close

### *Disclosure:*

1. *The class newsletter blog should not be used as a platform to solicit personal business opportunities or donations for any entity other than Illinois Wesleyan.*
2. *Language and images posted in the class newsletter blog should not be offensive and/or inappropriate to any individuals or groups.*
3. *The Office of Alumni Engagement reserves the right to remove any post(s) at any given time that is deemed unsuitable and/or not in accordance with the guidelines outlined in this document.*

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