ONLINE CLASS NEWSLETTER EDITOR GUIDELINES

Class newsletter editors are tasked with promoting their online class newsletter to their classmates. Posts to the online newsletters cover a variety of topics including, but not limited to: classmate updates and stories, IWU memories, current events on campus, and various outreaches. Online Class Newsletters help classmates stay connected to each other, as well connected to IWU!

RESPONSIBILITIES

- Create posts based on updates sent to the Alumni Relations office by your classmates
  - These updates will be sent to you via email, please post within fifteen days*
  - Be sure each post includes the basics: Who, what, when, where, and why information should be present to successfully relay information
- Reach out to your classmates encouraging them to keep you up to date on news, stories, and photos that others in your class would be interested in hearing about
  - Do not make posts without first receiving approval from the individual
  - Use the Alumni Relations office as a resource
- The use of images to accompany posts is encouraged as it helps in engage readers
- Inform the Alumni Office any contact information updates through you
- Successfully express the importance of Alumni Engagement by encouraging event attendance and gifts to the Wesleyan Fund
- Do not post any solicitations for non-IWU fundraising events. You may add links to pages that promote charities that alumni are doing good work for, but should not post an ask for donations.
- Do Not use the class newsletter to solicit personal business opportunity

POTENTIAL OPPORTUNITIES

- Collect news and photos from social media platforms to post (with permission from your classmate!)
- Clip photos from past Wesleyana’s and share to your newsletter.
- Hold polls and contests based on your classmate’s time at Wesleyan. Ex] Where was your favorite study place? Who was your favorite professor? What class had the biggest impact for you? What about Wesleyan helped you shape your future?

SUGGESTED TIMELINE IDEAS

January – Happy New Year post encouraging classmates to post resolutions
February – Create a prompt to post about favorite winter memory at IWU or share their favorite love story in relation to any Valentine’s Day sweethearts or relationships formed while on campus
March & April – Rekindle any spring break memories or fun times shared with friends
May – Encourage classmates to congratulate and welcome new graduates to the IWU Alumni Association on the newly graduated class’s online newsletter. Reach out with any “real-world” advice and help recent grads network with your classmates
June & July – Reminder that IWU is wrapping up its fiscal year and is appreciative of any gifts to the Wesleyan Fund especially at this time
August & September – Ask your classmates if they have any relatives that are beginning college at Illinois Wesleyan and welcome them to the Titan family. Promote IWU Homecoming and reunions
October – Post homecoming stories, photos, and updates
November – Note that you are thankful for your IWU classmates and your IWU experiences, ask them what they are thankful for during the Thanksgiving season
December– Wish Happy Holidays, encourage a spirit of giving to the Wesleyan Fund as the calendar year comes to a close.

*The Alumni Office reserves the right to make the post if the editor does not post news within 15 days of the notification to post. At times the Alumni Office will create the post if it is time sensitive (including service information regarding funerals).