

T-Quad Takeaways: Communication Best Practices for Regional Associations

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HOST

Charlie Kohl '72

Princeton

Association of New England (PANE),
President

CORA

Committee on
Regional
Associations

CORA's mission is to work with regional associations to engage more Princeton alumni with the University and with one another.

VOLUNTEER LINKS

Information for Regional Association volunteers online:

- [Regional volunteer resources website](#)
- [Handbook for Regional Officers](#)

SUMMARY

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

KEY LEARNINGS

- **Websites:** sites 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.
- **Email:** Do not overload email inboxes, use a regular schedule for newsletters (Monthly, Quarterly). Break text into short paragraphs and test on monitors as well as phones.
- **Social Media:** Instagram seems to be the most effective channel for Regional Associations at the moment, but Facebook and X (Twitter) are also effective.

INSIGHTS & BEST PRACTICES

- Tignet2 provides an easy-to-use and highly effective platform for Regional Association websites.
- Create compelling content that resonates with your audience. This can include local news and events as well updates on the Princeton community at large.
- Use analytics to improve your communication strategies.

CHALLENGES & OPPORTUNITIES

- 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 for any unforeseen issues.
- 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.

ADDITIONAL RESOURCES

- Volunteer Resource page - <https://alumni.princeton.edu/volunteer/resources/regional-volunteers>
- Style Guide - <https://oitstyleguide.princeton.edu/>
- Kat Kennedy - katkennedy@princeton.edu
- Natalia Dempsey - nd2409@princeton.edu
- Hannah Marino - hm4575@princeton.edu

