



Online and social media

ALUMNI ASSOCIATION RESOURCE PACK

ADVANCEMENT OFFICE
THE UNIVERSITY OF MELBOURNE



SOCIAL MEDIA

Communicating to alumni through social media is encouraged as a means for Alumni Associations to inform and connect with their specific alumni cohorts.

Assistance in establishing these online networks can be provided by the University of Melbourne Advancement Office (UoMA).

When considering a social and online media presence, Associations should be aware that a number of existing social groups and pages currently exist, which all alumni are encouraged to sign up to. These include:



UOMA LINKEDIN GROUPS:

- All Alumni
- Asia-Pacific Alumni Network
- UK & Europe Alumni Network
- North America Alumni Network



TWITTER

- [unimelbalumni](#)



FACEBOOK

- [University of Melbourne Alumni](#)



WECHAT

- [MelbUni1853](#)

Establishing social media accounts which refer to the University of Melbourne is permitted provided they do not claim to be official University of Melbourne channels. This is because these groups are not monitored and reported on by the University and may not follow specific online communications guidelines.

Read the full **Social Media Guidelines** for tips on voice, style and language, monitoring controversial content and reporting inappropriate online behaviour.

WEB PAGES

Every formal Alumni Association has its own web page on the University of Melbourne Alumni website. The pages include details of the current Executive Committee, a history of the group and a link to alumni group resources. It is up to the individual Associations to provide member bios and updates if changes to the Committee take place. A full list of Associations can be found here: alumni.unimelb.edu.au/alumni-groups

CONTACT US

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