

Alumni-Created Groups: Setup, Membership, Messaging

An alumni-created group (ACG):

- Is a casual non-official group created around a common theme or interest.
- Can be created at any time, without notifying SAA
- Can only be created by Stanford alums
- Can only be joined by Stanford alums
- Can be regional (based in a specific location, i.e. "Rock Climbers of El Paso," or global "Stanford Rock Climbing Alums.")
- Can be public, semi-private, or private
- Does not take in funds and is not covered by SAA liability
- Is accessible from www.stanfordalumni.org website
- Enables you to view your full group membership
- Enables you to message all group members

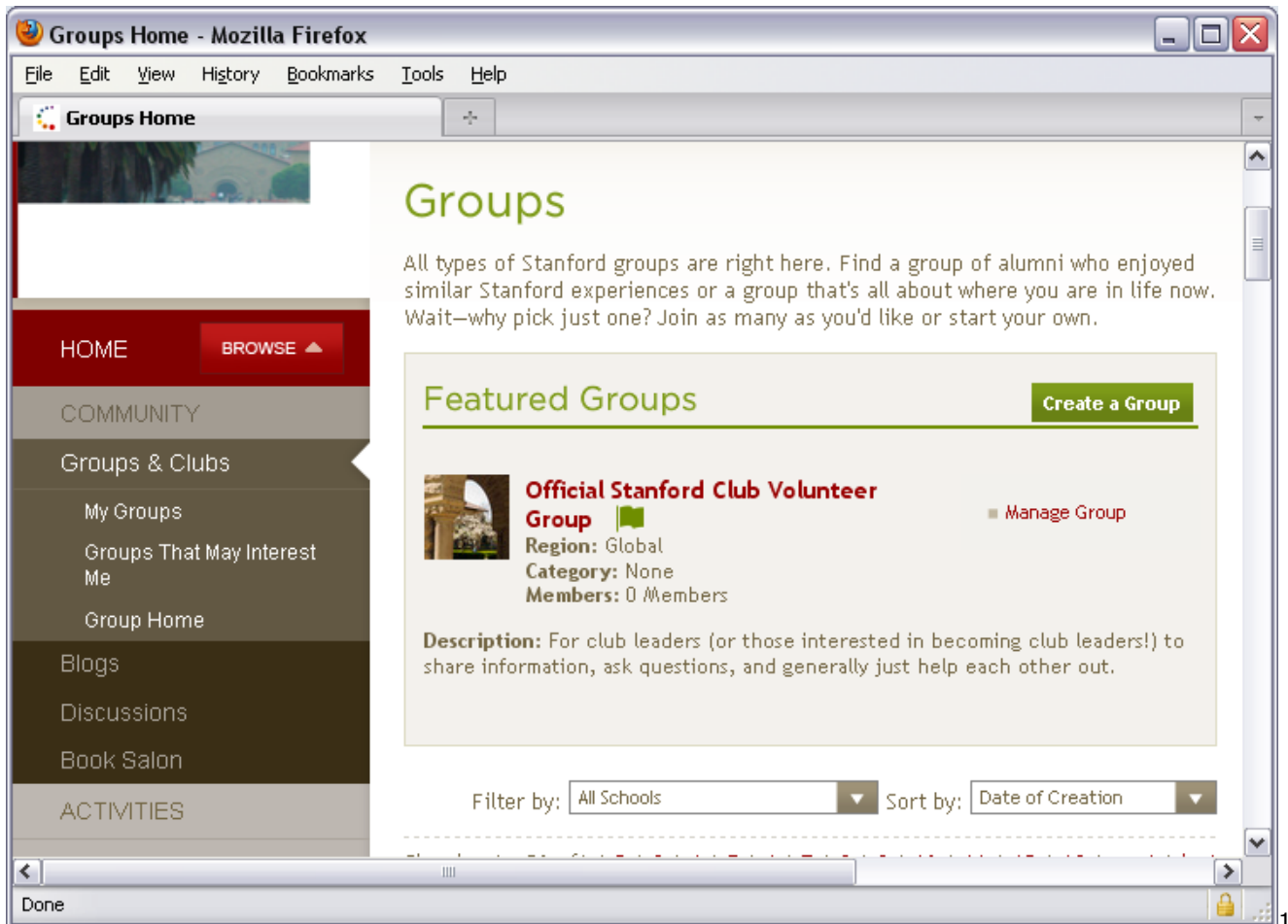
Sample Alumni-Created Group (admin view):

The screenshot shows a web browser window displaying the 'Groups Overview' page for the 'El Paso Fuzzy Dogs Appreciation Group'. The page layout includes a main content area on the left and a sidebar on the right. The main content area features a group profile with a photo of a dog, contact information for Ms. Alegria Salaires, regional details for El Paso, Texas & Southeast New Mexico, and a description. Below the profile is a featured event titled 'EP Fuzzy Dog Stanford Picnic' with an 'Edit' button. The 'Newest Group Members' section lists Ms. Tina Turner and Tom Maravilla, each with their profile picture, name, degree and major, and a '4 Friends' or '74 Friends' indicator, along with buttons for 'Add as friend', 'Block user', and 'Send a message'. The 'Latest Discussions' section shows a post titled 'Fuzzy Dog Big Game Telecast Party (0)' with a 'See all posts >' link. The sidebar on the right contains 'Group Links' (Group Home, Events, Discussions, Members, Gallery, Blog, Past Events, Past Group Event Planners), 'Group Actions' (Manage Group, Manage Member, Invite Users, Delete Group, Join Group), and a 'Gallery' section with a photo of a picnic and a 'View all >>' link. At the bottom of the sidebar is a 'Poll' titled 'What sweater color is best for my cute lil' pup?' with radio button options for 'green', 'blue', and 'cardinal', and a 'Vote' button. The browser's address bar shows 'Done' and the status bar shows 'Done'.

INITIAL SETUP

Creating an ACG:

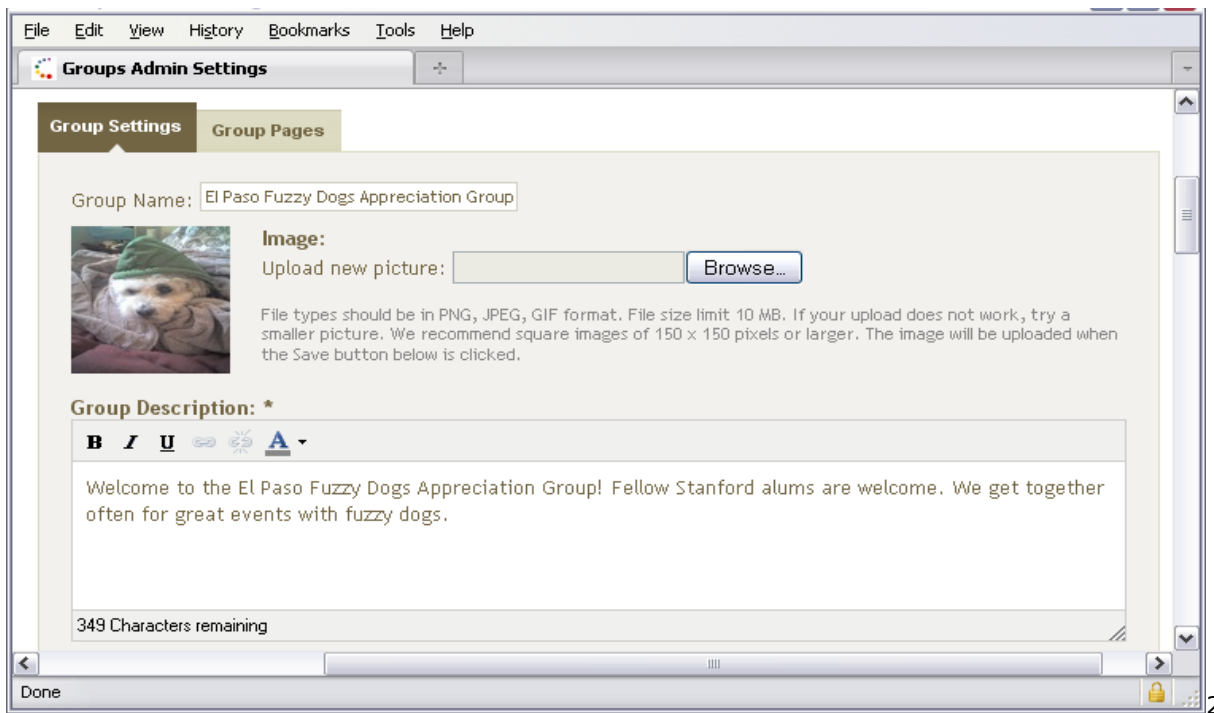
The first step is to log in to www.stanfordalumni.org using your username and password. Once logged in, enter the Groups (<https://pgnet22.stanford.edu/get/page/groups/main>) section of the site. Click the "Create a Group" tab on the right-hand corner of the **Featured Groups** box.



You will be taken to the New Group: Admin Panel page.

New Group Admin Panel: Group Settings

This page⁽²⁾ allows you set up the basic information for your group and enable optional features such as additional pages and modules. Starred fields are required.



Initial Fields

Group Name: Enter the group name here; the name can be edited in the future.

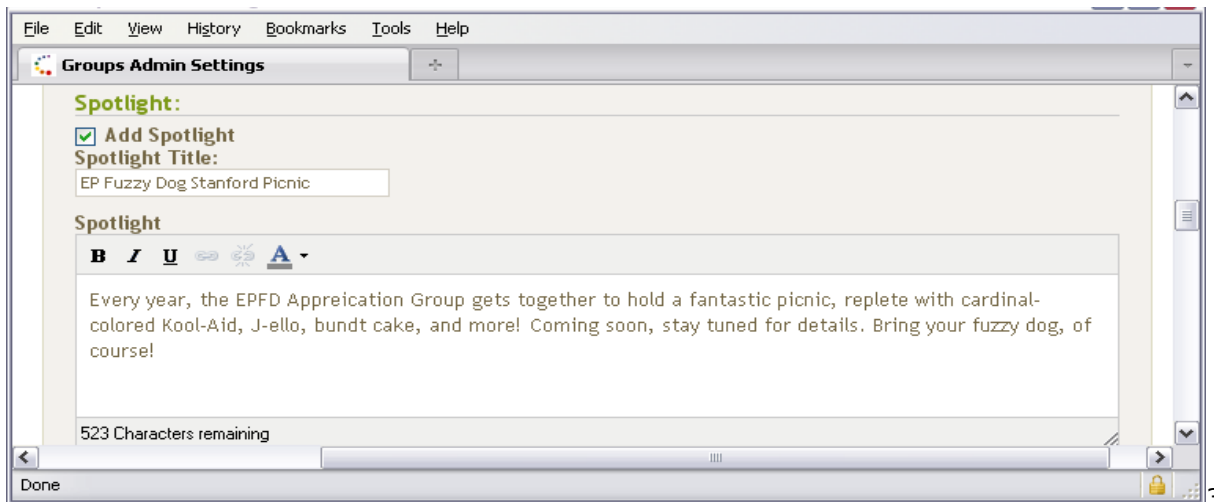
Upload new picture: Use the browse button to select a picture from your computer and upload it onto the site. This picture will display as your Group Picture

Group Description: The required group description should be short, engaging, and get your point across as to what your vision for the group is. This is displayed not only on your home page, but also as the blurb describing your group in the general Group listing page. Think of this as the "introduction" many alums will get to your club.

Spotlight

The spotlight⁽³⁾ section allows you to create a box of information at the top of your page that can serve to highlight upcoming events, news, or anything you want your visitors to see immediately. The spotlight can be turned off, changed, or updated at any time.

To create, check the "add spotlight" box, create a title for your spotlight and fill in the text for your message.



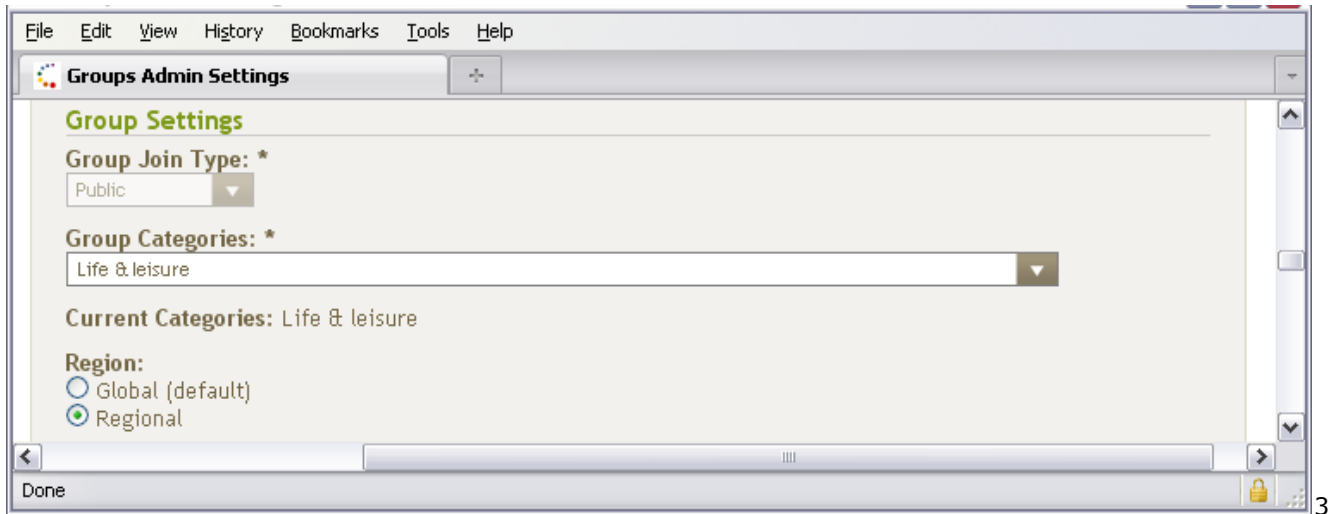
Group Settings

The settings⁽³⁾ helps makes it easier to find for interested parties.

Group Join Type: A group can be set a public, private or semi-private. Once set, this cannot be changed by the group owner. Contact the SAA if you need to edit this.

- **Public:** viewable to all, and anybody may join.
- **Semi-private:** viewable and searchable by all; the owner must approve requests to join.
- **Private:** cannot be searched for on the general site, and members can only join by invitation.

Group Categories: Select your most applicable category from the drop-down menu. Alumni will be able to filter for your group category on the general Group page.



Region: This setting will determine whether your group is searchable by region in addition to the categories you selected above.

- **Regional:** A group is regional if it is tied to a map-able location (i.e. Chicago, Northern California, Europe).
- **Global:** A group is global if the interest is not tied to a particular area. "Alums Who Love Ice-Cream" would be one example of this.

Group Location

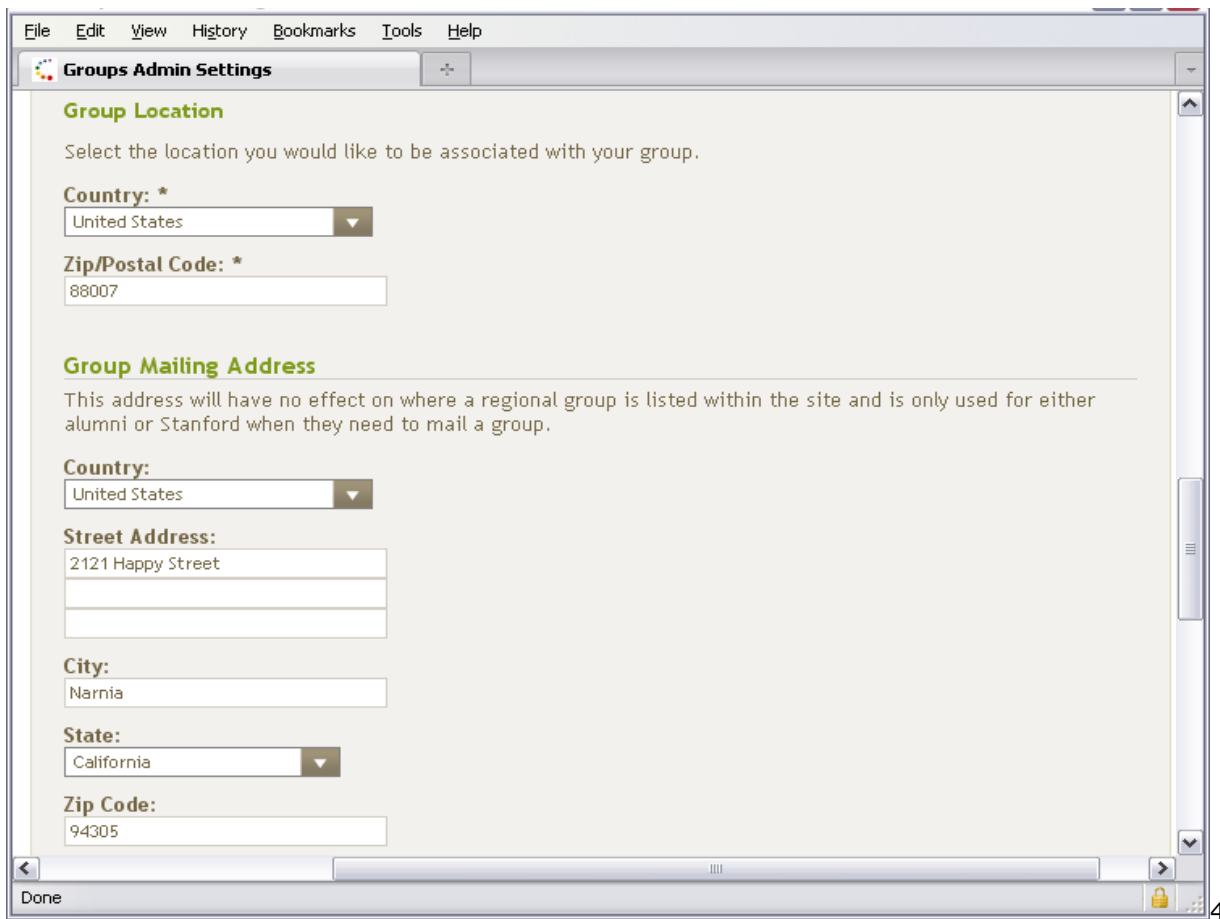
The required country and zip code fields will only appear if your group is regional⁽⁴⁾.

Country: defaults to the U.S. This is the main filter for international groups, so please be sure to change this to the correct country if your group is outside the U.S.

Zip/Postal Code (for regional groups only): select a zip code to "map" your group to. This can be the location where most events may be held, or simply a centrally-located zip associated with your city.

How do zip codes work and why do they matter? Stanfordalumni.org now allows alums and visitors to search for local groups by city or zip code. Visitors will enter their own zip code and indicate the radius they would like to search within that zip code. For example, a person could search for any club/group within 25 miles of zip code 94305. If the group falls within that radius, it will be included in their search results.

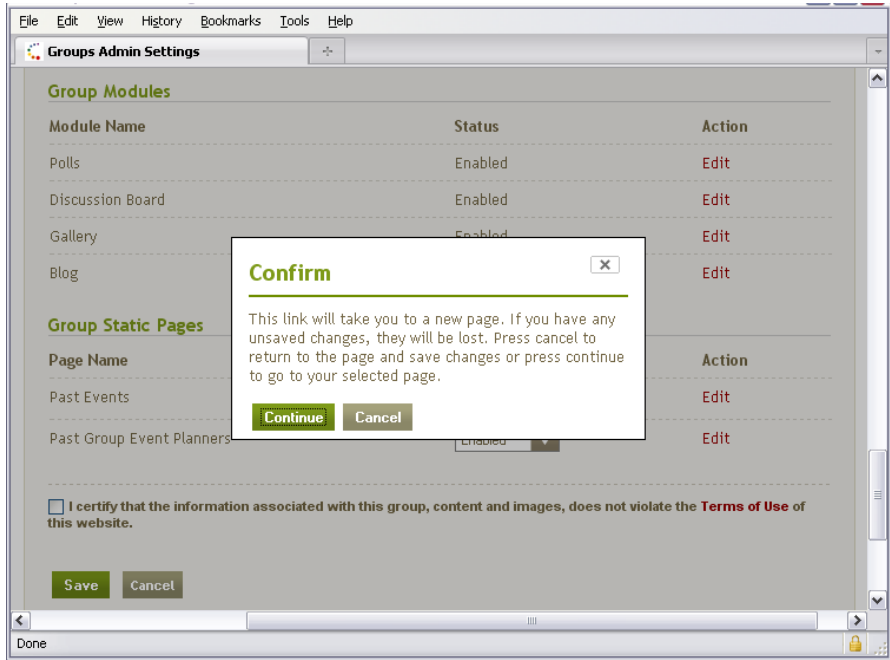
Mailing Address - This is not required for alumni-created groups, but you may enter a mailing address if you wish to keep one on file. This **does not** have to coincide in any way with the map-able address. Some clubs use a volunteer's address to receive mail, others have set up a P.O. Box for club mail – such as mailed-in membership checks or registrations.



Group Modules

Optional group functionalities can be set here. The status can be set from Disabled (they will not show up on your group page) to Enabled by pressing the "edit" link. Each module will be described in more detail in the document, "Optional Module Setup."

When disabling and enabling modules, you will be taken to a different page, so please make sure to save your work first!



Saving

Once you are done with the steps above, you can "Make Live" and have your group become active on the SAA site, or "save as pending" if you'd like to review later before sharing your group with the world. Be sure to check the content certification box.

Once you've saved, you can be done, or explore the optional Group Modules below.

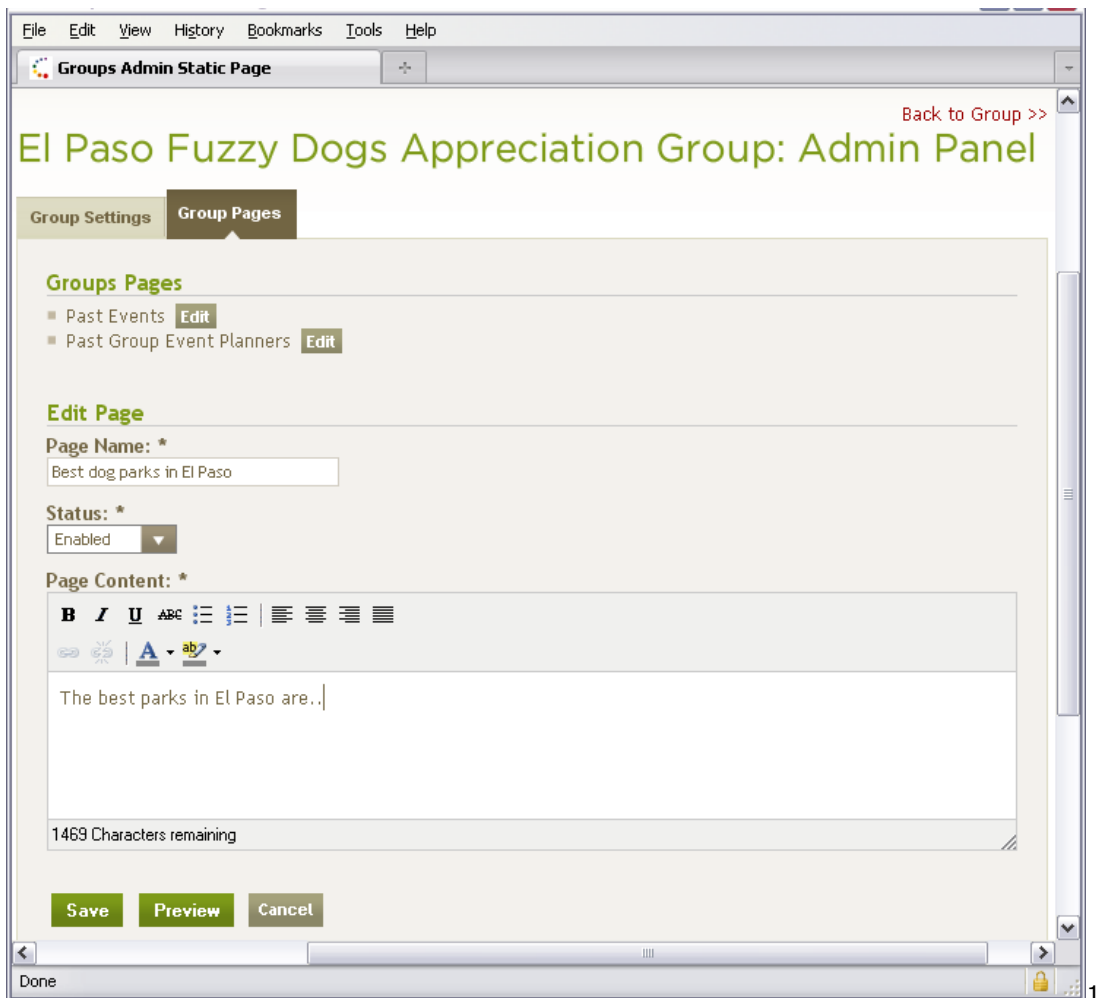
Your group will not be visible on the SAA page until you "Make Live." If you keep it as pending you can find the club again by selecting "My Groups" from the Group homepage.

ADDITIONAL PAGES

Admin Panel: Group Pages

Up to three additional "blank" pages are available for you to customize your group site. Use them link to other sites, list past events, etc.

The Group Pages(1) tab is situated right beside the Group Settings tab.



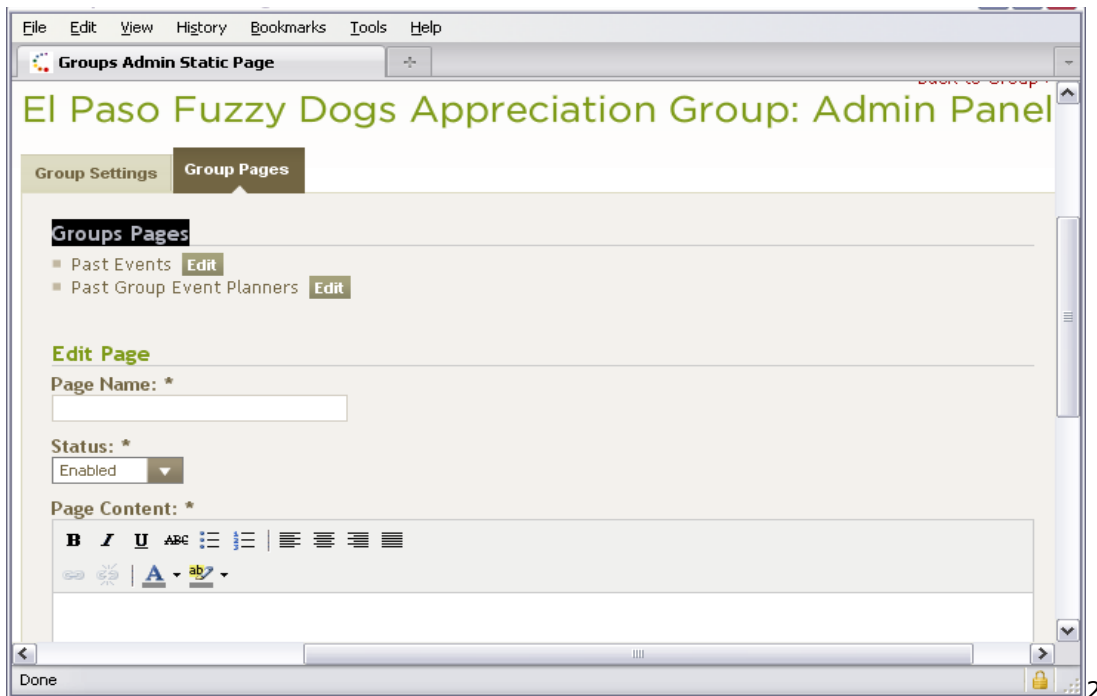
Page Name: Name your page

Status: Set the status to "enable"

Page Content: The WYSIWIG (glossary) editor allows you to enter the content on your page without needing to know HTML.

When finished, you may save and preview your page.

Edit group pages(2): As you add more pages, they will be listed on the top section under the Group Pages heading, and you may edit them by selecting the "edit" link beside each one.



MAKING YOUR GROUP EASY TO FIND

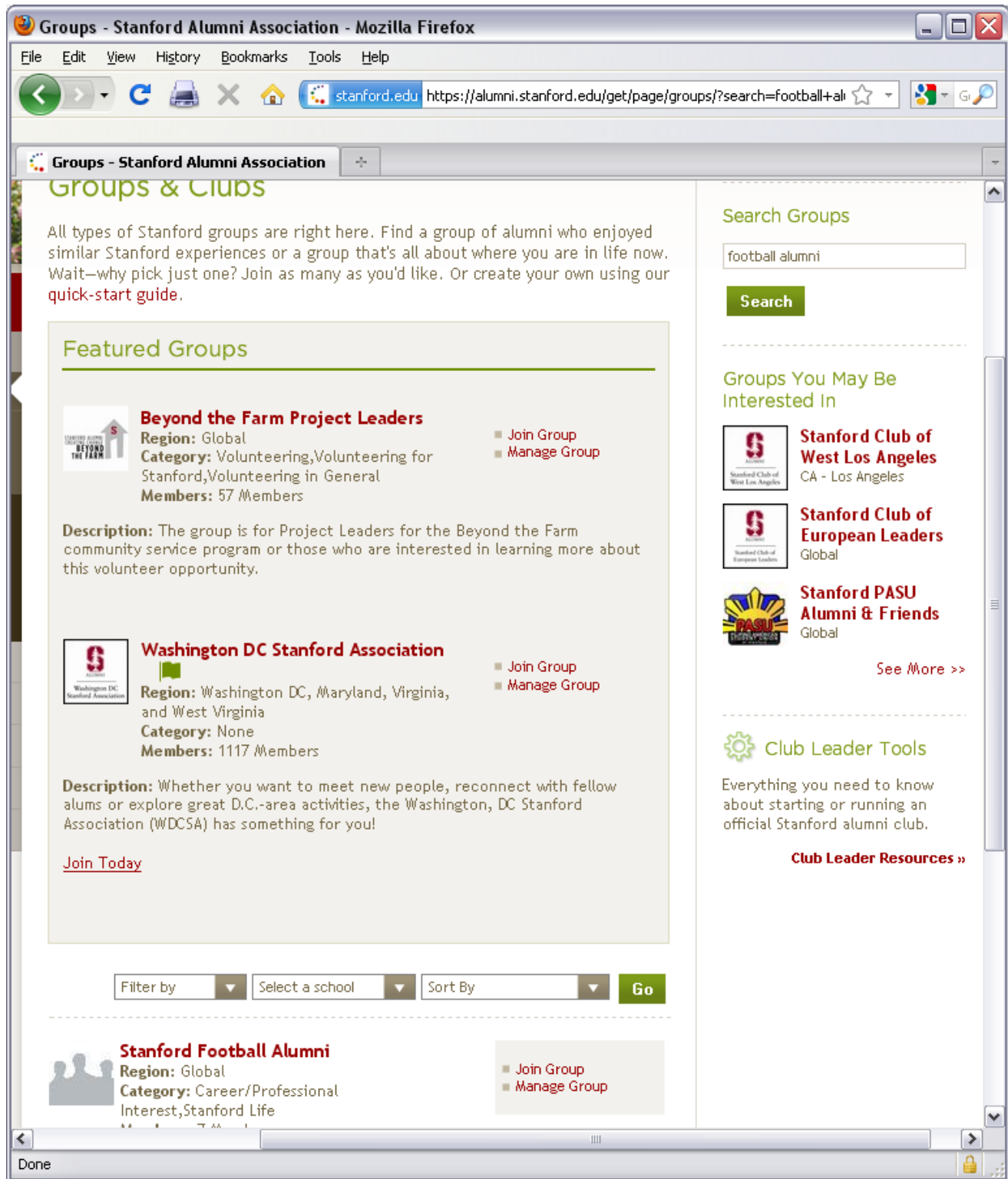
Now that you've created group and completed your webpage, it's important to make it easy for alums to find your group! Groups are searchable from several sections of the website:

From Where I Live, alums can search for groups, events or alumni in a radius from a selected location. Your *group zip code*, which you entered in the group settings page if you are a regional group, is very important as it is what determines where your club will pop up if an alum does this search:

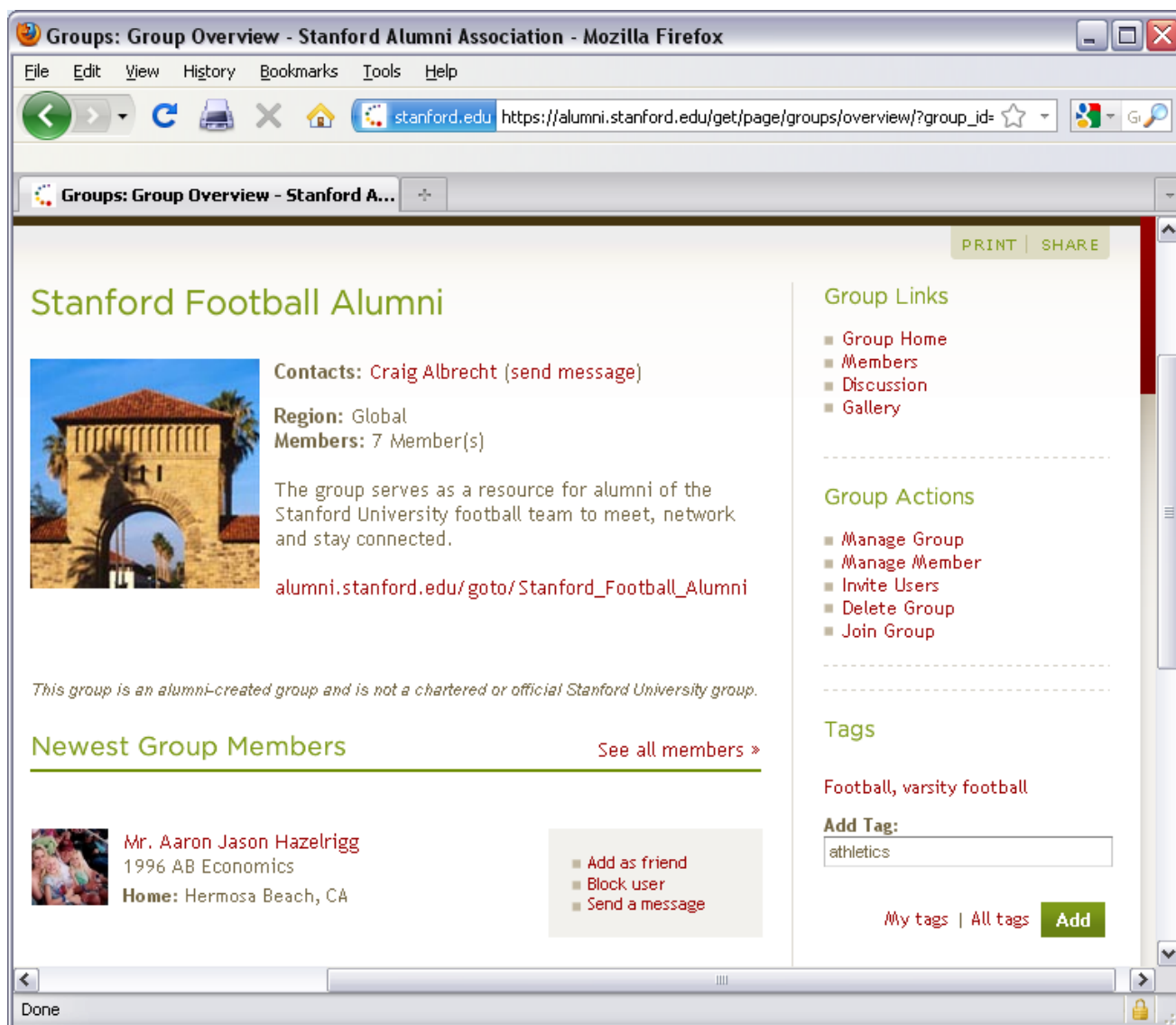


Alternately, alums can search for clubs using keywords in Groups and Club page. The Search Groups function pulls from the **group name** and **group description**. However, to make your club even easier to find, you can **tag** your club with different keywords that an alum may be searching for.

In the search below, we have searched for football alumni. Since the name of the group is the Stanford Football Alumni, the club has appeared. But notice the description does not mention athletics, varsity sports or any of the other search terms a common alum may use. If we were to search using just "varsity sports", the group would not pop up.



But if we tag the group with these keywords, then alums who use these terms will get the Stanford Football Alumni in their results. Tags can be found in the right-hand corner of your club home page.



Use a variety of keywords when tagging your group. For example, where there are multiple clubs and groups in a state, groups can tag themselves with the state name. The El Paso Fuzzy Dogs Appreciation Group may want to use the tag "TEXAS" in case someone is searching for all groups in Texas from the search field, instead of going to the Where I Live page.

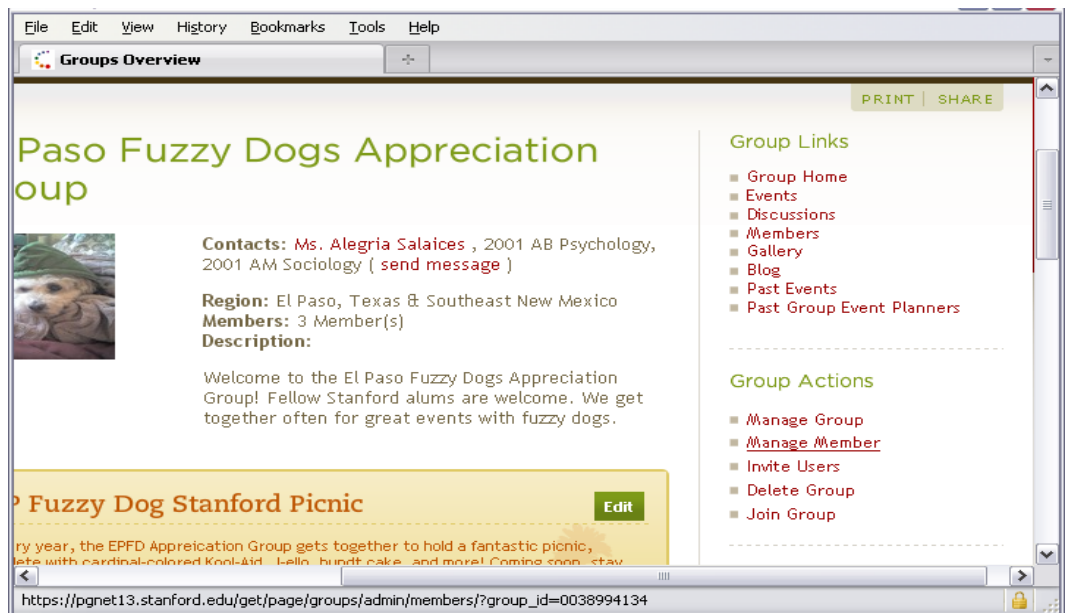
Tagging markedly increases the chance of an alum finding your club.

If you wish to remove a tag, click on the "my tags" link, select the tag from the list you will be presented, and then press delete in the page that follows.

MANAGING ACG MEMBERSHIP

The membership module allows you to keep track of your group members, block members, message members, and assign members roles (to post to the blog, for example)

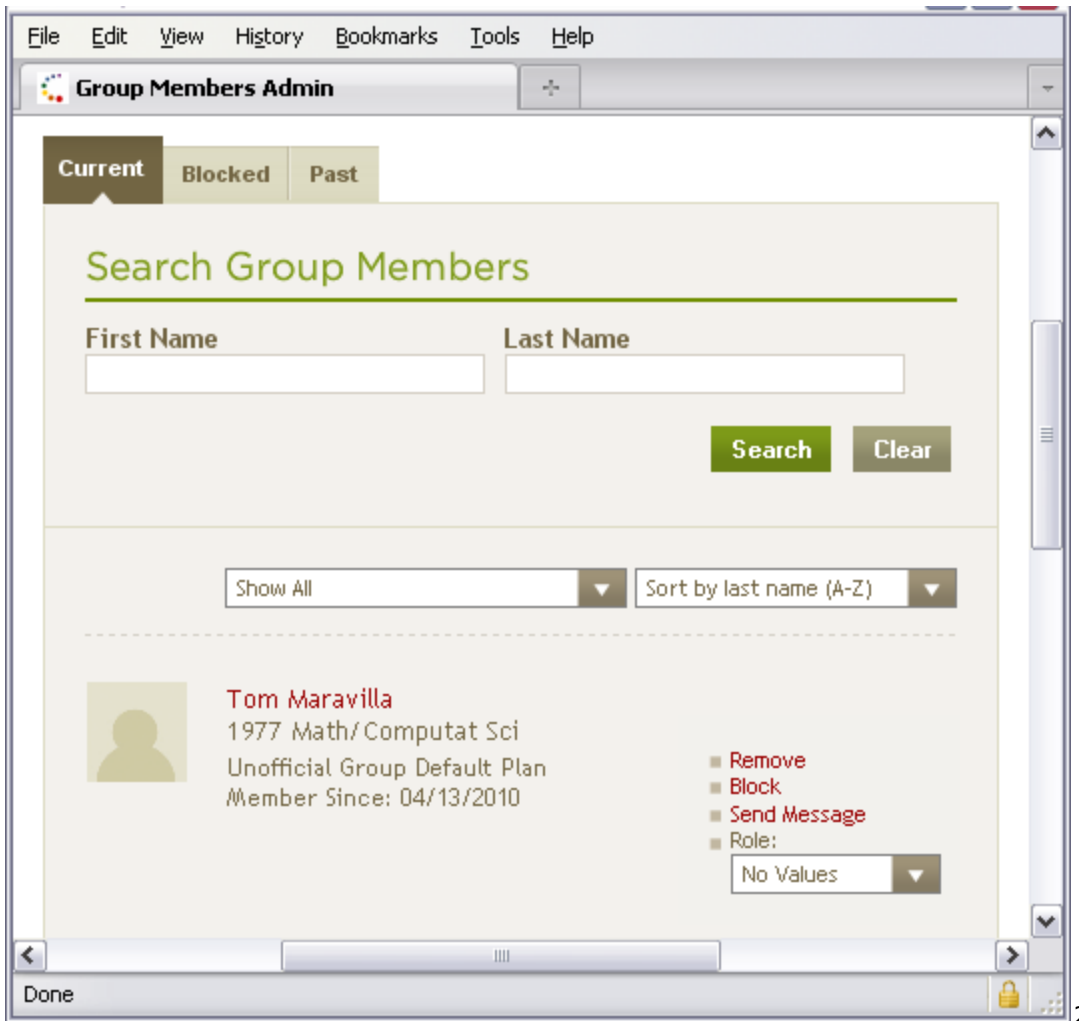
Members can be accessed from the Manage Members⁽¹⁾ link under the Group Actions menu on your Home page.



From the membership page, see all current or cancelled members from the appropriate tabs.

As membership grows, you can easily find a specific member by searching for them within your membership.

You can also filter your membership based on group role (if they have been assigned one) or join date.



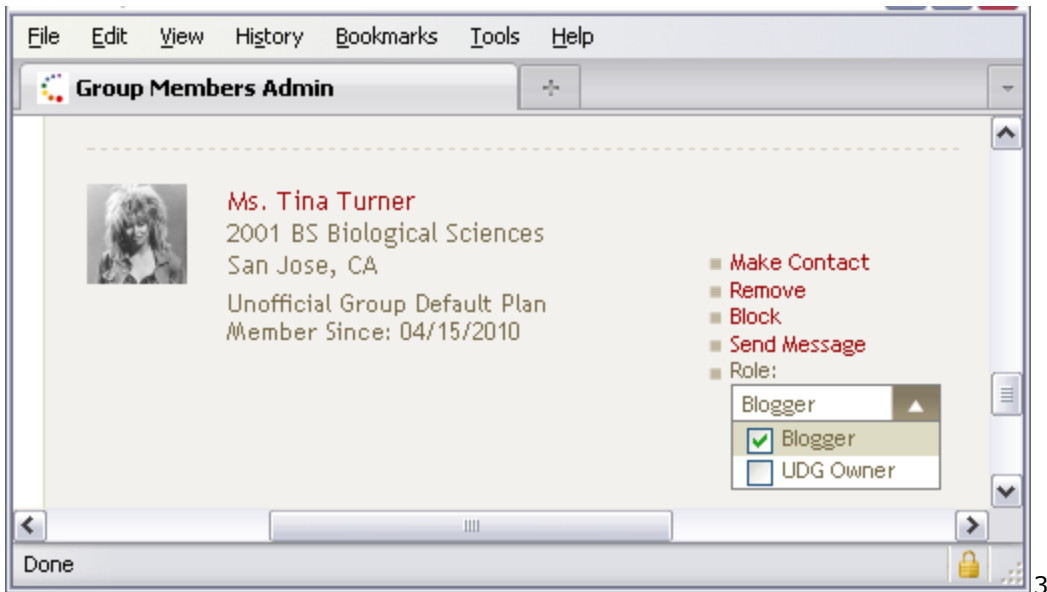
Specific Action

When you have located the group member you need, you have several action options.

- **Make Contact:** makes this member the Contact Person for your group. Their contact information will be available for others to use as the main group contact.
- **Remove:** removes a person as a current member and makes them a cancelled member.
- **Blocked:** blocks the person from interacting with the group in any way and from receiving group communications.
- **Send message:** opens a message window to *only* message this person, as opposed to the entire group membership.
- **Role:** assigns a volunteer role to the member

Roles

The group owner is able to assign other volunteer roles to members. In the close-up below⁽³⁾, ACG members have the option of having blogging rights or becoming an owner. The current ACG owner can make another person an owner. A group may have multiple owners – giving them administrative rights over the group.

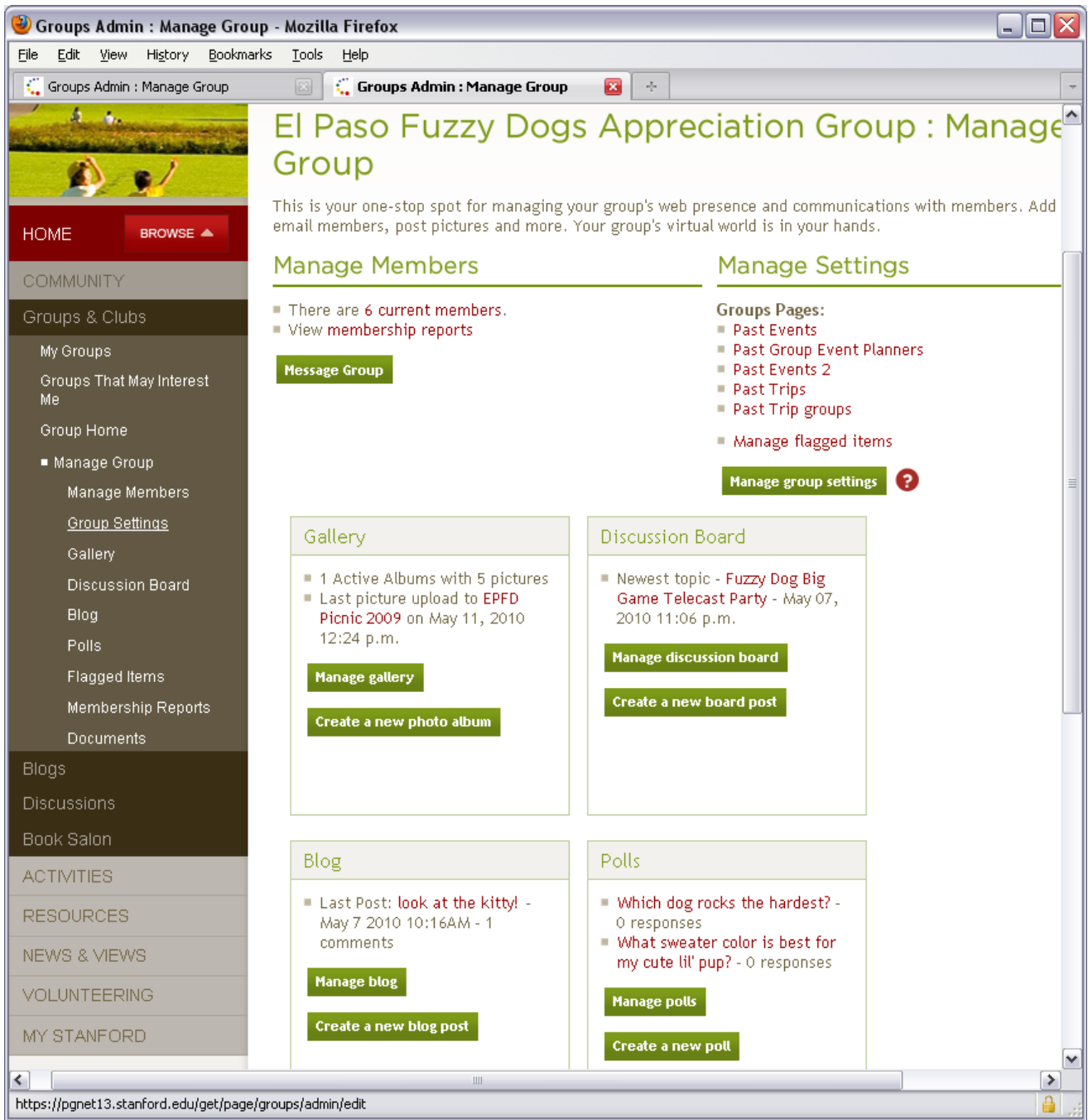


Messaging the Membership

Through the Manage Group link under "Group Actions"⁽⁴⁾, one can message the entire group membership. This is an ideal way to communicate about a group's upcoming event or disseminate any other information of interest to the group at large.

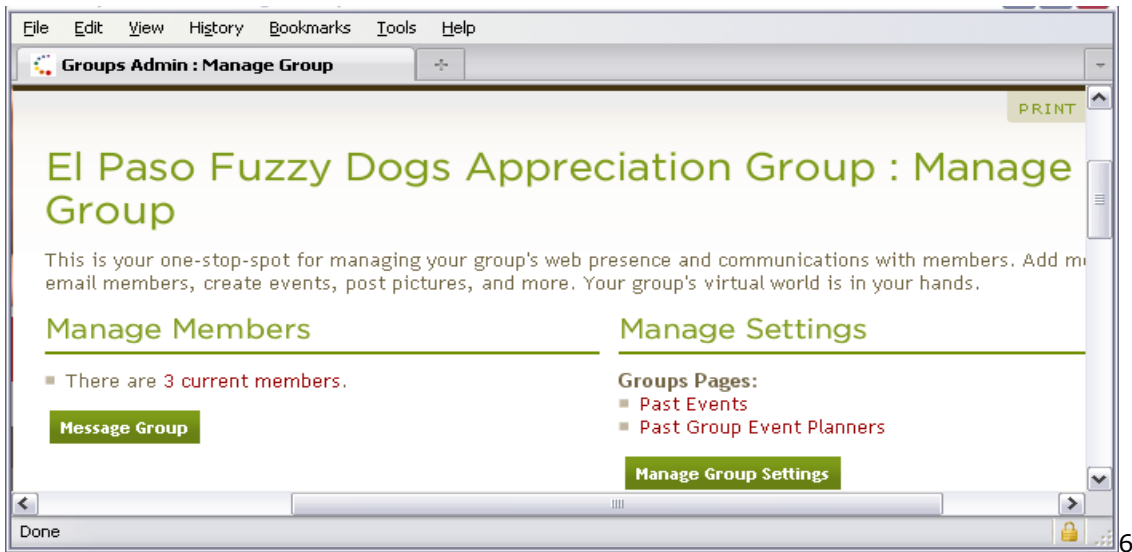


Click on the manage group link to proceed to the **MANAGE GROUP** page.⁽⁵⁾



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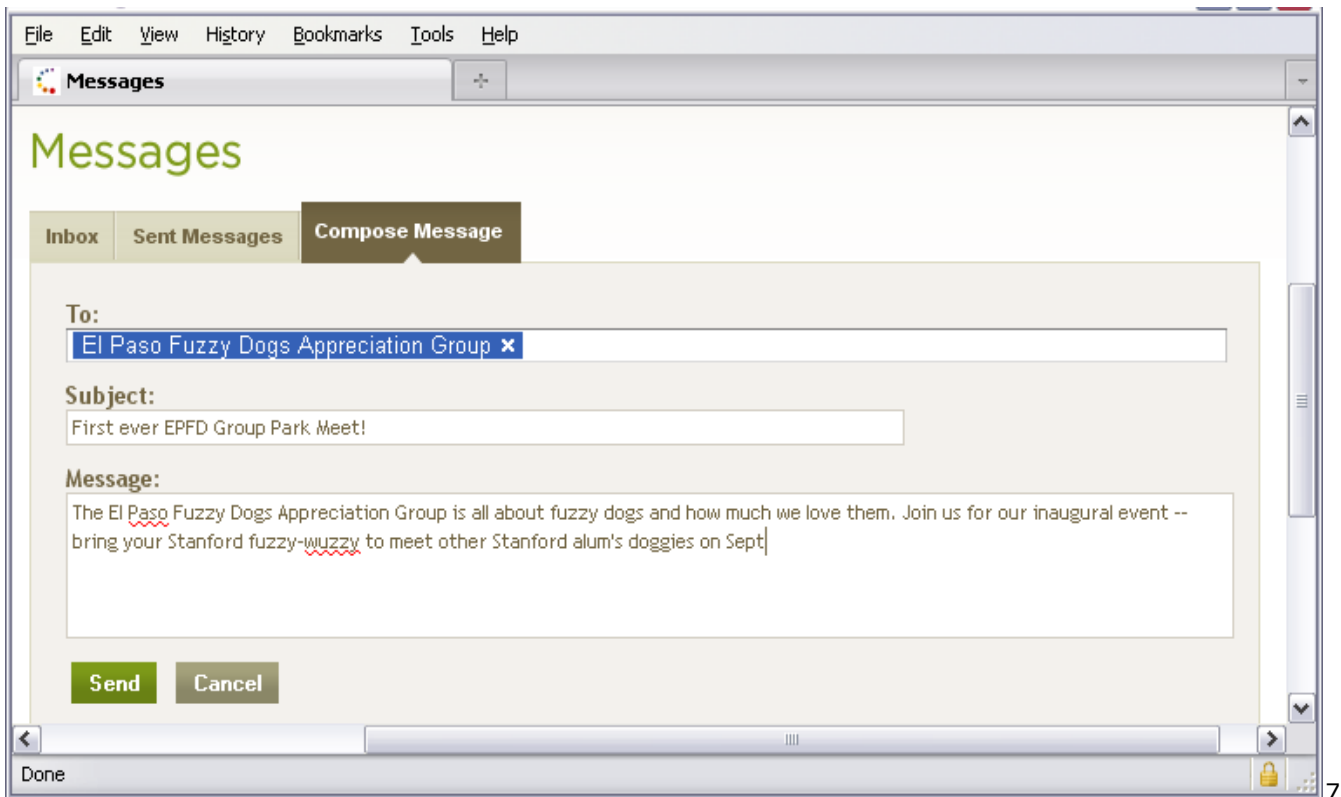
The Manage Group page is portal to your entire group, allowing you to edit the initial group settings, edit and upkeep your group pages and any other optional modules you may have created for your group. **Note how the left-navigational menu also has links to all your management pages; once you enter one section, you can easily move from one page to another by using the left nav.** In order to send an email to the group membership, click "**Message Group**" under the Manage Members heading⁽⁶⁾.



Once you've selected "Message Group":

Your group membership will be automatically entered in the "To" field.

After you have completed your subject and Message, pressing "SEND" will send a message to your current group membership. Members will receive the message in their messages box, and perhaps via email based on whatever settings they set for their messaging preferences (immediate, daily, or weekly digests)
The message is in basic text format.



You will receive a confirmation screen once the message is sent.