New guidelines for online submissions

New guidelines have been developed to highlight the activities and successes of alumni groups, and to make the process of submitting details for the groups as quick and easy as possible. As a result, there is now an online form to submit details about events, and the Alumni Office will be more selective about the events and blog posts it uploads on behalf of the groups.

These guidelines are a response to an analysis of web traffic on www.alumni.ox.ac.uk and how users are engaging with us. We are now improving our online delivery to ensure we appeal to our broader audience of 280,000 alumni around the world.

Guidelines for promoting Oxford alumni group events

- Please submit your event via the Oxford Alumni groups event listing request form: https://www.alumni.ox.ac.uk/node/2090
- Please submit details at least three weeks in advance of your event to give alumni as much notice as possible
- All submissions will be considered for publication on the Alumni Office website www.alumni.ox.ac.uk
- Priority will be given to major events, academic activities (e.g. lectures by University of Oxford staff), and events organised by new groups
- Only a limited number of events will be published online. This ensures that the published events can easily be found and are displayed prominently (until now all submitted events have been published, and each event has only attracted very limited interest, as shown by low levels of web traffic)

We will be investigating alternative ways for groups to promote their smaller events, including using the Oxford Alumni Community platform. More details to follow.

Guidelines for promoting Oxford Alumni blog posts

- Please submit your blog post on the activities of your group for consideration on the Alumni Groups Blog by emailing the Networks Team
- While we will consider all submissions from groups, we will now only publish one post per month
- Those posts with the broadest appeal to our wider alumni audience will feature. As a rule of thumb, we would like to see more stories about the ways in which groups have an impact on each other or locally or how they have been ambassadors for the University or encouraged younger people to apply to Oxford – stories that would appeal to our whole audience
- Please ensure that the articles are engaging and between 300-500 words. Mention Oxford links, include information on your group, and please submit a photo of the event.