Ralumni.com Groups

Why you should create a Group

1. **Security & Integrity.** Ralumni.com provides a secure, trusted, branded home for your group.
2. **It’s Your Group.** Creating a group on Ralumni.com puts you, as the group owner, in control of your group’s identity and content.
3. **Empower Users.** All group members can post content and interact through numerous tools.
4. **Message Group Members.** As a group owner, you can communicate directly via email with all group members.
5. **Live Chat.** Members can chat live with other members who are online.
6. **Photo Galleries & Multimedia.** Post photos from past events, share videos, and upload images of group members.
7. **Events.** As the group owner, you can post details about upcoming events and meetings and track RSVPs for events.

Creating your Group

1. **Log in to Ralumni.com.** If you are not yet registered for the Rutgers Alumni Online Community, you will need to do so using your 10-digit community ID. If you cannot login or need help registering, you can always email rualumni@winants.rutgers.edu to request help.

2. **Go to “My Profile”.**

3. **Select the “Groups” tab.**

4. **Click on the orange “Create a Group” icon.**

5. **Name your group.**

6. **Enter group description.**

7. **Upload a group photo.**

8. **Add tags.**
9. **Set "Privacy Type".** Keep your group "Open" so that as many interested alumni as possible can join your group.

10. **Click "Finish".**

11. **Go to Manage Features and allow only admins to post events.**

12. **Click on “Invite Friends”.** Encourage your Ralumni.com friends and classmates to join your newly created group.

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**Populating your Group**

1. **Customize your group page.** Here are some helpful ideas:
   a. **Name your group.** Choose a name that is memorable and clearly defines your group.
   b. **Description and tags.** Tell the community a little bit about your group and add plenty of tags (keywords) that accurately describe who you want to join your group so that your group will be easily located by alumni. Include all pertinent information: school, campus, class year, activities, majors, etc.
   c. **Add a spirited group photo,** which will display throughout Ralumni.com, that represents your group.
   d. **Start adding content on the whiteboard** to encourage discussion and interaction. Examples include: important announcements, recruiting volunteers, letting members know who is attending events, important dates and milestones for group leaders, names and contact information of group leaders, etc.
   e. **Post photos** of previous events and of classmates.
   f. **Add event details** to the event module or the whiteboard.
   g. **Post dates** of volunteer/planning meetings and encourage group members to get involved.

2. **Customize your own Ralumni.com profile,** where you can share information about yourself and the groups of which you are a member.

3. **Mine your own existing social networks** (Facebook, LinkedIn, Twitter, etc.) and encourage your fellow graduates to join Ralumni.com and your Ralumni.com group.

4. **Inform the Rutgers Alumni Office** when your online group is live.
After your Group is Populated

1. Post updates often to encourage traffic and discussion on your page.

2. Email group members sparingly, and in accordance with best practices presented by the Department of Alumni Relations.

3. Continually add photos, videos, info, and links to your page.

4. Continue to mine your existing social networks and personal email contact lists to encourage more membership in your group.