

# Creating a Group

## What is a Group?

A group is a gathering of individuals around an interest, a cause, a chapter, a club, a class year, an event...well, you get the idea. Online, it's a space you provide your constituents to connect and engage around something that is important to them. It's not necessarily all your constituents - but a subset.

What if there was an easy way to tap into those natural affiliations to achieve your goals? What if you could not only augment engage, empower, & advance, but also create new affinity links between constituents and your institution (or re-ignite old ones)?

Ask community leaders to create groups that will keep their people connected. As an admin, you can pre-populate these groups with members if the group admin transfers ownership to you temporarily. Ask the group leader to post discussions to encourage interaction. The more groups the better, but do not allow any groups without activity or a mission to sit on the site.

*Pro-Tip: Invite members to interest groups after launch as a second touch point.*

### San Francisco Bay Area Chapter



Group Organizer:

 Glenn Zimmerman '85  
✉ 🐦 f in

EDIT GROUP

LEAVE GROUP INVITE OTHERS

4 members in group

 Morgan Cole  
Redding, Connecticut, United States...  
✉ 🐦 f in

 Susan Sheldon '00  
Westport, Connecticut, United States...  
✉ 🐦 f in

 Tanzim Milkey '15  
Stamford, Connecticut, United States...  
✉ f in

View all 4 members

Upcoming Events

 Spring Reunion 2017

*San Francisco, CA*

Antioch College chapters are comprised of alumni from all class years and degree areas. To learn more about the San Francisco Bay Area Chapter, we encourage you to register for upcoming events or contact leadership below.

Barrie Grenell '65  
415-652-1038  
sercle@sbcglobal.net

David Vincent '65  
510-375-7396  
davincent@sbcglobal.net

Susanne Johnson '76

# Creating a Group

## Getting Started:

Some easy groups to get started are those centered around the natural affiliations and interests within your constituency. These include:

- Class Year/Chapter Membership
- Reunion/Event Planning
- Geographic Constituencies (e.g. New England, New York, Atlanta, Chicago, etc)
- Greek/Extracurricular Organizations
- Leadership/Other Task Teams

So, think about the types of groups AND who should be the leader for those groups when you create them.

## Information you should have ready when creating a Group:

- Group Name and its Description
- Whether this group will be public or private
- Images/Videos you'd like to associate this group (optional)
- Whether this is a group geared to a specific location or if anyone (global) within your constituency can participate.
- Who's going to manage the group (you will be the default until you Change Organizer).

# Creating a Group

## Step 1:

Create the framework by completing 7 easy input fields.

1. Public or Private.
2. Name of the Group
3. Group Type
4. Group Image

### Create Group


**1**  Make this group private? ⓘ

**2** Group Name\* ⓘ

**3** Group Type\* ⓘ

**4** Group Image\* ⓘ

Click on the thumbnail to upload a picture.  
You can upload a JPG, GIF or PNG file (File size limit is 10MB).  
Image will be resized and trimmed to 150 x 150 px.

No picture 

**1+**. What to choose? If you want anyone in your constituency to be able to participate, select Public. If this will be used for a predetermined group where the posts are not to be seen by others (Board Members, Event Planners, Volunteer Leaders, etc.) then select Private.

**3+**. Choose one selection from the dropdown menu. Your choices are: professional, degree, general interest, class, or regional.

# Creating a Group

## Step 1 (cont.):

4. Group Image
5. Group Description
6. Key Words
7. Group Location

4+. This image will display on the View Group page as well as on the main page for the Group. This should be an image that is easily recognizable or relatable to that Group. Please see Guidelines (note: this should link to T&Cs about uploaded images) for Uploading Images to 360Alumni.



## 5 Group Description\* ?

A screenshot of the Group Description editor. It features a rich text editor with a toolbar containing icons for Bold (B), Italic (I), Underline (U), Bullets, Numbering, Left, Right, and Center text alignment, Size, Text color (A), Background color (A), Link, Unlink, Image, and Table. The text area contains the following text: "An open discussion for tips and tricks (and the occasional venting) for balancing the everyday demands of your profession, your home life, your health and your social circle."

## 6 Keywords ?

A screenshot of the Keywords field. The text input box contains the text "work life balance, balance, discussion". Below the input box, there is a note: "Please separate the keywords with comma."

## 7 Group Location\* ?

Local  Global

5+. You have an open text box to add more details about this group. You can use some basic formatting techniques such as Bold, Italic, Text color, Bullets or Numbering, right, Left or Center text formatting, Link or Image embedding and adding a horizontal line.

6+. This is an open text field where you can add any additional words that would help your constituents find this group. Think of keywords that are related to that group, for example: class year, reunion, 1975, volunteers.

7+. What to choose? Local is selected if this group has a particular area associated with it - usually designated for those groups that will meet in person from time to time. If Local is selected, you then enter the City, State and Country associated with the local designation. Global means anyone online within your constituency can potentially join that group.

# Creating a Group

## Step 2: Enter Initial Content.

*Pro-Tip: Before you start inviting/adding others to the Group, you'll want to populate with some content to create an inviting space for others to participate. Think about inviting an initial group of individuals who can help create content too, before you invite the balance of individuals.*

Group Discussion

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Job Opportunity

### Group Discussions:

This will be the heart of your group - where posts, comments, feedback, information sharing and collaboration will take place. So kick this area off with some posts to get the conversation going.

### Topic Ideas:

- Rules of Engagement (keep these simple, but maybe things like: please refrain from solicitation posts other than job openings, or this is a group for friendly, polite debate and discussion. Please be respectful of others and avoid the use of insults or inappropriate language/images.
- Ask some leading questions to get the conversation going - people always love to share their opinions!
- Create a little contest - those who create the most dynamic conversation with a lot of participation will win something (this can be as simple as a TShirt, or free beverages at the next reunion event, etc).

# Creating a Group

## Promote Events

*Pro-Tip: If you've created an event associated with this Group, you can promote this event right here in the Group. Otherwise, any other active events will rotate through the Event space on your Group Page. You can promote more than one event.*

To promote an Event, simply select either the + or Promote Event button.

A pop-up with all the upcoming Events will appear - find the Event(s) you want to promote and select the Promote Event button. That's it! The selected Events will now appear in your Group page.

The screenshot displays two overlapping pop-up windows on a website interface. The background shows a group page with a '1 MEMBER' badge and a list of 'Upcoming Events' including '360Alumni Happy Hour' and 'Spring Reunion 2017'. The 'Promote Events on Your Page' window (top left) lists three events: 'Lesley Alumni Council' (03/25/2017 at 09:00 AM), 'Annual Dues' (08/16/2017 at 03:00 AM), and 'Litigation Specialis' (08/19/2017 at 02:00 PM), each with a 'Promote' button. The 'Promote Upcoming Events' window (top right) lists the same two events from the background with 'Remove' buttons and a 'PROMOTE EVENTS' button. A 'SEE ALL EVENTS' button is visible at the bottom of both pop-ups.



# Creating a Group

## Step 3: Add Users and/or Invite Users to Your Group

You can invite users by sending them a message (messages are retained in the community, they are not sent via email) to join the group OR you can automatically add users to the group.

### Groups

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#### Invite Others

Subject:

You're invited to join Marketing Innovators

To:

|

Type a name or a list name to add recipients

**B I U** | | | | | Size - | | | | | |

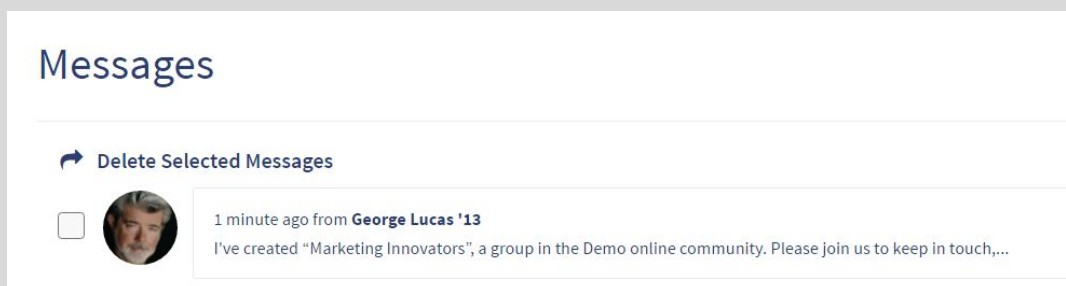
Thought you'd be interested in "[Marketing Innovators](#)", a group in the Demo online community.

Please [join us](#) to keep in touch, make new connections, and share job opportunities and announcements.

We'll see you there!

## Sending a Group Invitation Message within the Community:

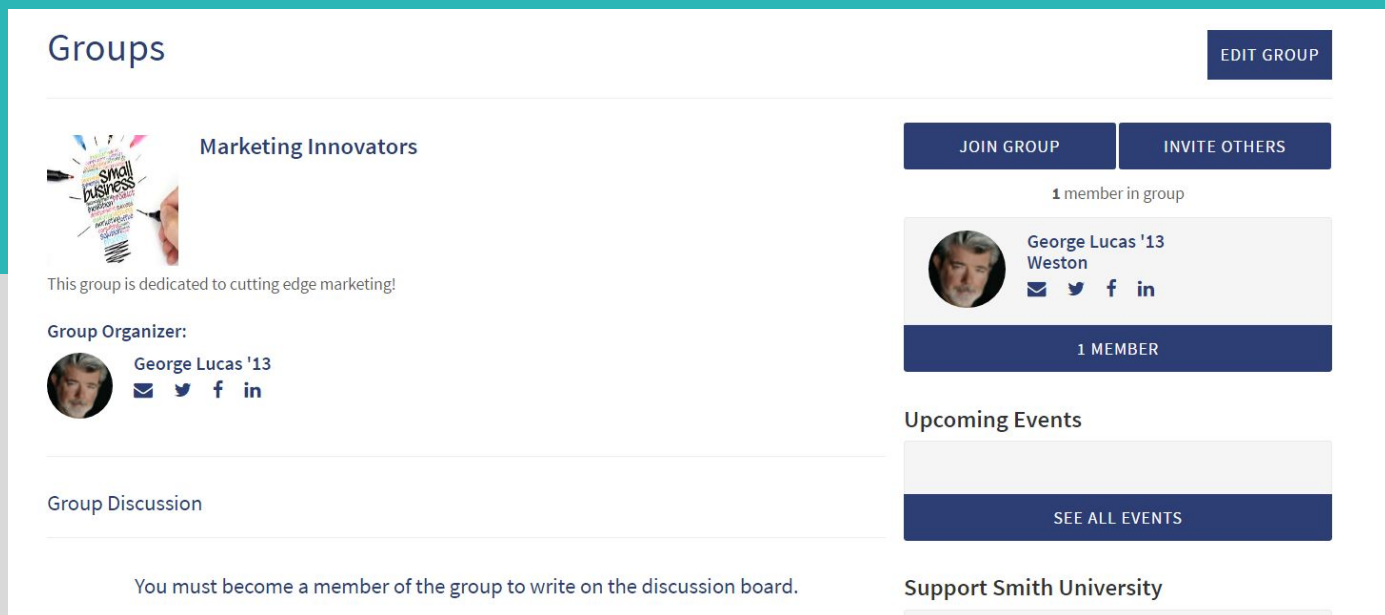
*Pro-Tip: Usernames will be populated in the To field as you begin typing their names, making it easy to find those you wish to send an invitation to. You can add multiple users to a single message. You can also invite a list of users from your own personal lists. Just type in the list name and all the users on that list will receive your message!*



# Creating a Group

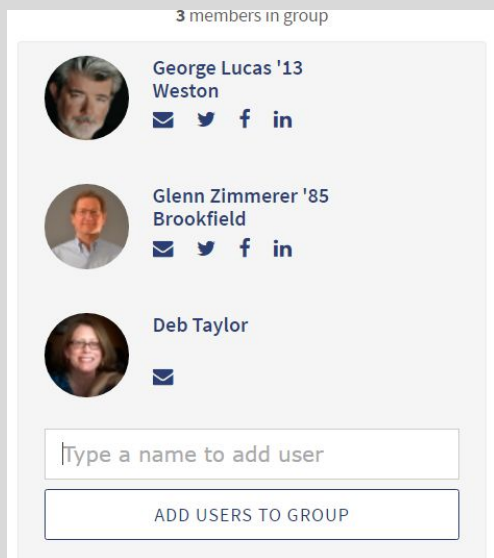
## Step 3 (cont.): Add Users and/or Invite Users to Your Group

Once a User selects the group name link in the message, he/she will navigate to the group homepage:



The screenshot shows the group homepage for 'Marketing Innovators'. At the top right is an 'EDIT GROUP' button. Below the group name are two buttons: 'JOIN GROUP' and 'INVITE OTHERS'. A notification indicates '1 member in group'. The group organizer is listed as George Lucas '13 Weston, with contact icons for email, Twitter, Facebook, and LinkedIn. A '1 MEMBER' badge is visible. The 'Upcoming Events' section has a 'SEE ALL EVENTS' button. A message at the bottom states: 'You must become a member of the group to write on the discussion board.'

The user can then choose to join by selecting the Join Group button.



The screenshot shows the 'Add Users to Group' interface. It displays '3 members in group' and lists three members: George Lucas '13 Weston, Glenn Zimmerer '85 Brookfield, and Deb Taylor. Each member has a profile picture and contact icons. At the bottom, there is a text input field with the placeholder text '|Type a name to add user' and a button labeled 'ADD USERS TO GROUP'.

You can also Add Users to the Group automatically by using the Add Users button.

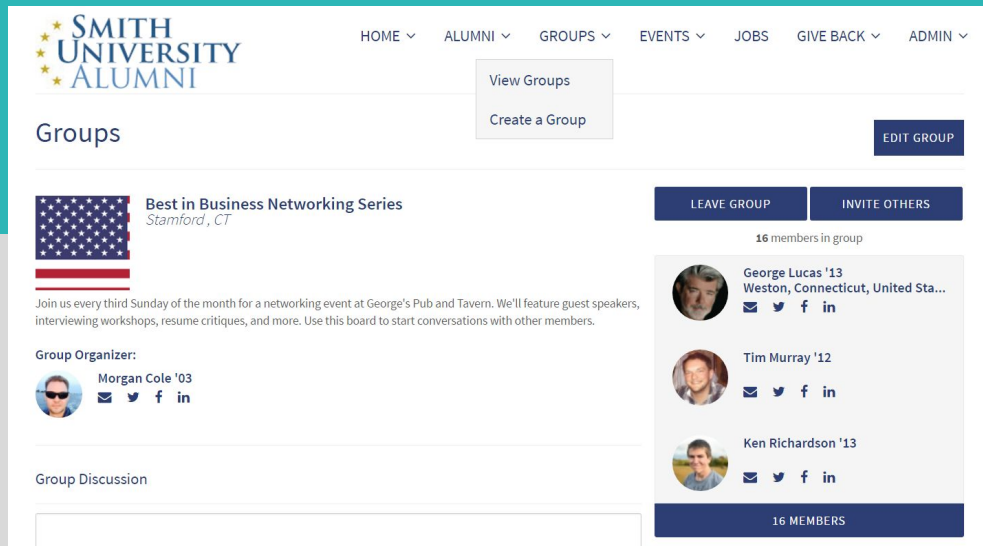


# Creating a Group

## Step 4: Managing Users

As easily as you can add users - you can also remove users.

To remove a user - first display the users, by selecting Members menu on the right hand side of the homepage.



Once you see a list of your members, then select the X next to their name, and they will be removed from the Group. Users will not be notified of their removal.

