

EWCA Alumni Association (EWCA)
Suggested Guidelines for
Creating an Online Presence for an EWCA Alumni Chapter
As of 11/29/10

We encourage alumni to consider creating an online presence for their EWCA Chapter or EWC special group (e.g. period at the Center, professional interest, etc.). Building an online presence for an EWCA Alumni Chapter takes time and it is an ongoing effort. We suggest your chapter assign a volunteer as the Web Coordinator who will have responsibility for your chapter's web presence. The EWCA Alumni Office is prepared to help with any questions you may have and can be contacted at:

EWCA Associates Office
1601 East-West Road
Honolulu, HI 96848-1601 USA
Phone: (808) 944-7506
Fax: (808) 944-7376
Email: Alumni@EastWestCenter.org

The following web sites are already available for your Chapter to use:

1. The EWCA Alumni Chapter Websites

Each EWCA Alumni Chapter has a website already available on the EWC Alumni website. Refer to the EWCA Alumni website for the full list of EWCA Alumni Chapter websites at www.eastwestcenter.org/alumni/ewca-alumni-chapters. Often, EWCA Chapter websites include information regarding the Chapter contacts, special committees, upcoming events and more information about the Chapter. Chapter members can include any other important information from the Chapter such as links to mentions in the local media, photographs from past events or newsletters, by simply sending an email to the EWCA at Alumni@EastWestCenter.org. EWCA Alumni Chapter websites can be updated many times throughout the year.

2. The EWCA Blog

The EWCA Blog is at <http://forum.eastwestcenter.org/alumni/>, where you will find news and updates of EWC Alumni from around the world. Members of any EWCA Alumni Chapter are welcomed to submit news, stories and photographs to be featured on the EWCA Blog. To make a submission, contact us at Alumni@EastWestCenter.org.

3. The Official EWC and EWCA Online Networks

Here is a list of official online networks from the EWC and the EWCA.

- EWC Facebook Page: www.facebook.com/EastWestCenter.org
- EWC Alumni & Community Facebook Page: www.facebook.com/EWCAlumni

- EWCA LinkedIn Group: tinyurl.com/ewca-linkedin
- EWC Twitter Account: www.twitter.com/EASTWESTCENTER
- EWC Flickr Photostream: www.flickr.com/photos/eastwestcenter
- EWC Vimeo Page: www.vimeo.com/eastwestcenter
- EWC YouTube Channel: www.youtube.com/user/EastWestCenter

All EWCA Alumni Chapters have access to this rich network of official online presences mentioned above. All of these online communities are maintained on an ongoing basis by EWC staff. If any EWC alumni or associate would like to submit stories, photos, videos, events or any other content that is suitable for these online communities, they are invited to join them and participate in them.

4. Creating a New Online Presence

In addition to the options listed above for disseminating Alumni Chapter news, your Chapter may want to set up your own Online Presence. Careful planning is the first and most important step to success. Therefore, in order for our EWCA Chapters to be successful, we suggest that the following steps be considered:

1. Clarify and define the objective of the online community/social media application. In clearly defining the objective, the chapter might benefit from answering questions such as: Ultimately, what are we attempting to achieve with our online community/social media application? How many people will the community serve?
2. Identify the resources that the Chapter has available in order to develop the community/application.
3. Define who will be responsible for the development and day-to-day operations of the online community/application.
4. What metrics will the Chapter employ to measure the success of the community/application?

As you are preparing your plan, keep in mind that while the EWCA can provide certain advice to your chapter, it does not have the resources to provide either domain hosting services or web design services. Also, URL redirects branded with the URL <http://www.eastwestcenter.org> are strictly reserved for official EWC departments and events.

After determining the objective of your online community, securing the necessary resources (if necessary, as in the case of a website), establishing the person(s) responsible for maintaining the online community on an ongoing basis, and determining how the success of the online community will be measured; you are now ready to select the appropriate online medium.

Here is a list of some frequently used online mediums:

- **Facebook.com** – Provides the option to create a page (open online community) or a group (closed online community). Under both options, your users will be able to

share photos, links, videos and more. You can learn more about Facebook Groups at <http://www.facebook.com/help/?page=414> and about Facebook Pages at <http://www.facebook.com/help/?page=175>.

- **LinkedIn.com** – Provides the option to create a closed group where users can create discussion threads, exchange links, and post jobs. You can learn more about LinkedIn Groups at <http://learn.linkedin.com/groups/>.
- **Flickr.com** – Provides the option to post pictures and make comments on those pictures. You can learn about Flickr at <http://www.flickr.com/about/>.
- **Youtube.com** – Provides the option to post videos and make comments on those videos. You can learn more about YouTube at <http://www.youtube.com/t/about>.
- **WordPress.org** – Provides the option to create a fully customizable blog that can be hosted for free through WordPress or hosted on your own purchased domain. You can learn more about WordPress at <http://wordpress.org/>.

This is just a short list and there are many other options available. The objective should determine the online medium and not the other way around. No matter what the final choice is, please point the online community you create to the official presence of the EWC and the EWCA on the same medium (e.g. a Facebook Page should include a link to the 2 official EWC Facebook Pages, the one from the EWC and the one from the EWCA). You can refer to the URLs on the section "The Official EWC and EWCA Online Networks" on page 1 of this document.

5. Important Information to Include

Once you have selected an online medium, it is important that you include an "About Us" section where you provide background about your Chapter and its relationship to the East-West Center.

Also, make sure to include a "Contact Us" section that provides details about the person(s) that are responsible for maintaining the site, their relationship to the EWC, and their contact information (email or phone number, as appropriate).

Last but not least, we would like to remind you to include a link to the official presence of the EWC and the EWCA in your selected medium (e.g. e.g. a Facebook Page should include a link to the 2 official EWC Facebook Pages, the one from the EWC and the one from the EWCA). You can refer to the URLs on the section "The Official EWC and EWCA Online Networks" on page 1 of this document.

6. Use of East-West Center Name, Logo, Photos, Videos, Publications and Other Online Materials

The **East-West Center** name may appear only on official EWC materials. A EWCA Alumni Chapter can include the acronym **EWCA** in the name of its online presence but not "East-West Center". This is to avoid confusion of which is the official presence of the East-West Center in any social media network.

The EWC signature logo may appear only on official EWC materials. Alumni and associates who wish to refer to their connection to the EWC visually are encouraged to use a distinctive photo of our iconic buildings (e.g. Jefferson Hall). The EWC Alumni Association can provide these photos upon request at Alumni@EastWestCenter.org.

EWCA Chapters are not limited to using these photos and they can use any EWC grounds or alumni photos they have permission to use and they feel conveys what they wish to convey under their objective.

If you are unsure about permission to use an EWC photo, logo, video, publication or other online material, please contact the EWC to confirm proper authorization.

Questions? Alumni@EastWestCenter.org

Good luck in creating your Chapter's online presence.