

A Better Chance

A Better Chance (ABC) reaches out to its alumni using three different methods. In general, they have regular emails that they send out to their members, most of which are directed generally to current members and alumni—these events are usually directed more to people still in high school rather than alumni themselves.

Social media is the second and likely the most prolific method of outreach that ABC uses. Despite their Facebook account having 41.8% more followers on average when compared to their LinkedIn and Instagram accounts—their Facebook account has more followers than the amount on LinkedIn and Instagram combined—this account has the lowest amount of engagement on posts. This isn't indicative of the actual traffic they see to the posts themselves, but it does indeed show that more of their content is viewed on LinkedIn and Instagram, with Instagram being the primary method that the public seems to use to gain information about any programming they may have for alumni.

The main takeaway from ABC's alumni strategy approach seems to be mainly through mass emails due to the sheer amount of people they need to reach—social media seems to be a supportive but not substantial part of their outreach methods.

Posse

Posse makes an annual alumni report for the demographic statistics of their alumni—part of this process includes the development of a general profile of their current alumni and comparing that to their own personal vision for what they would like that profile would look like.

Their social media presence seems to be pretty consistent across platforms between Twitter, LinkedIn, Facebook, and Instagram. Aside from their Twitter having just around 8.6k followers,

most of their accounts have around 16-18k followers and engagement in the hundreds when it comes to their posts. Information shared on platforms seems to be very much the same—minor adjustments are made depending on the platform in question and some posts are only placed on certain platforms, but for the most part everything is pretty congruent.

The main takeaway is that Posse uses a combination of social media and likely some form of emailing to contact their alumni, making sure to spread their engagement equally across multiple platforms in order to engage and inform their audience of alumni and also the general public.

iMentor

iMentor uses an annual alumni report that focuses a lot on the demographic statistics of their alumni with respect to scholarly achievements—there is not much of a focus on the ideal profile for demographics when it comes to their own personal backgrounds (i.e. race/ethnicity, gender, socioeconomic status). Their reports focus more on the current students and the most recent alumni, but not necessarily how they deal with their entire alumni class itself.

Their social media presence, while there, is not indicative of their alumni process itself—it would seem that most of their posts have to do with promoting their own services and highlighting the current successes they've made with the students enrolled in the program, but not so much anything targeted towards the alumni themselves.

The main takeaway with iMentor is that it is hard to get a proper understanding of their alumni strategy in terms of social media, likely suggesting that social media is not fully integral to their process when it comes to alumni engagement aside from donations.

Urban Alliance

Urban Alliance (UA), like the other analyzed groups, has an annual report that documents their students—this alumni report focuses less on the profile of their alumni and instead on the impact they have made on their alumni. A prominent section of their report involves highlighting and commemorating the experiences of individual alumni that they worked with known as “Interns of the Year”—people within this section are highlighted by region to allow for a good spread of people.

UA’s social media presence seems to serve separate functions: (1) highlighting their alumni and students and (2) highlighting the successes of their own organization. Their engagement seems to be evenly spread across accounts, and is also uniform—the uniformity lends to making sure their audience has a consistent sense of who they are regardless of what platform they use.

The main takeaway one can glean from UA’s strategy is that they are very much about their alumni, almost centering them as the main focus of their success. Rather than focusing entirely on the things they are doing as an organization and speaking for the alumni, they highlight the experiences and allow their students and alumni to speak for themselves about what they like or dislike about the program—that’s a good thing to focus on, as not only do anecdotes tend to be more relatable to people, but it’s better to let people explain the impact they feel they’ve received than try to explain that from the perspective of the one doing the impacting.