



Social media satellite communities toolkit

#hecalumni

June 2022



THE AGENCY 100% CONNECTED TO YOUR SOCIAL NETWORKS



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PREAMBLE

HEC Alumni Is a big family!

With more than 70,000 HEC Paris graduates, many communities have naturally been created over time on social networks.

Local communities (in France as well as abroad), linked to sectors of activity, degrees or interests, former graduates... many of our alumni have gathered, all over the world.

At the end of 2021, we counted nearly... 300 communities on LinkedIn, Facebook, Twitter or Instagram.

With this in mind, we have decided to support each "administrator", current or future, by providing them with the keys to manage "their" community in the best possible way and make the association shine!

This toolkit is intended to help you with the various issues you may encounter. If you need help, don't hesitate to contact us.

Let's GO!

OUR EVOLUTION



Progress by social media of the HEC Alumni Association* :



1,1 M impressions
83,4 K interactions
13 K followers > **19,2 K** followers

LinkedIn concentrates the most
visibility and engagement.



3,6 K impressions
0,5 K interactions
34 followers > **300** followers



3,6 K impressions
0,5 K interactions
7,9 K > **8,1 K** followers

* From September 2021 to June 2022

FOLLOW US ON SOCIAL NETWORKS!

The official presence of HEC Alumni* :



Page

19,2 K followers

[linkedin.com/company/hec-alumni](https://www.linkedin.com/company/hec-alumni)



Group

22,9 K followers

[linkedin.com/groups/871](https://www.linkedin.com/groups/871)



10,4 K followers

twitter.com/HECAumni



8,1 K followers

facebook.com/AssociationHECAumni



300 followers

instagram.com/hec_alumni



6,8 K followers

youtube.com/user/associationhec

* As of 15/07/2022

OUR TYPES OF POSTS

Our templates

HEC Alumni now has 4 types of posts:

- HEC Stories
- Services (HEC Life Project, Infinity Pass,...)
- Ventures (Fundraising,...)
- Network (Events, nominations, Clubs actuality,...)

Our regular hashtags

#hecalumni #hecparis #weshare
#wedare #wecare

HEC Alumni
18 385 abonnés
20 h •

HEC Alumni est fier de vous annoncer 2 nominations de diplômées de la Grande École :

...voir plus

NOMINATIONS



Cécile Guillou (H.05)
Directrice générale
de Franprix




Stéphanie Zolesio (H.07)
Directrice générale Exécutive
de Casino Immobilier

HEC
PARIS
ALUMNI







Géraldine Pauty et 184 autres personnes

3 commentaires

hec_alumni_ 




Modifier profil




HEC Alumni
Communauté
L'association de tous les diplômés @Hec_Paris.
We SHARE. We DARE. We CARE.
#hecalumni.
linktr.ee/hecalumni




     

Dîner de ... Festival HLP Nos alumni Nos servic... Événements Hec Stories

43 publications 214 abonnés 27 abonnements







PART 1

HOW TO CREATE AN HEC ALUMNI COMMUNITY?

Part 1 : how to create an HEC Alumni community?

In order to respect the use of the HEC and HEC Alumni brand, the Association's team must be informed of each opening or deletion of accounts on Social Networks.



Terms and conditions :

- Account creation
- Validation by the HEC Alumni team which commits to answer you as soon as possible
- Technical support: a member of the HEC Alumni team must be a co-administrator to assist you in case of technical problems or role changes within the page. It is important to have a member of the team permanently on the page so that you do not lose access.
- Remember to change the administrators of the page during the handover of role

> Please note that we recommend that you work primarily on LinkedIn and Instagram, where most of our alumni are present and active.

A. PAGE, GROUP, PROFILE: CHOOSING THE RIGHT FORMAT

On Facebook and LinkedIn, there are 3 formats: profiles, pages and groups. Discover their differences to make the right choice when creating your HEC Alumni community!

PROFILE



- Intended only for personal use, to share your personal life (Facebook) or professional / personal branding (LinkedIn)
- It will only be useful to manage a HEC Alumni page or group, but not to animate your community

PAGE

- Intended for professionals (companies, organizations...), personalities or associations
- All its contents are public
- More focused on institutional and formal communication
- Allows you to advertise, to have access to detailed statistics and to have several administrators

GROUP



- Intended particularly for communities of alumni or interests
- Its contents can be public or private
- More focused on conversation and exchange
- Allows you to have access to some statistics and to have several administrators
- This is the format we recommend

On other platforms (Twitter, Instagram, TikTok...), the choice is simpler since there is only one "account" format: the choice is yours!

B. TUTO CREATION : FUNCTIONALITIES

Below are the support links for the different platforms to help you create a new community:



- [How to create a group on LinkedIn ?](#)
- [How to create a page on LinkedIn ?](#)



- [How to create a group on Facebook ?](#)
- [How to create a page on Facebook ?](#)



- [How to create an Instagram account?](#)



- [How to create a Twitter account ?](#)

C. RULES OF CREATION TO FOLLOW

Below are our recommendations for customizing your communities :


Display name

« HEC Alumni – XXX »

Start the name of the community with the name of the association + hyphen

Then specify the vocation of the community

Ex : « HEC Alumni – Finance »

  50 characters maximum

Profile Picture



It can be downloaded here : [Charte graphique](#)

Graphic charter

- For your various visual contents (cover photo, visuals of posts or stories...), in order to be in harmony with the graphic charter of the association, we invite you to be inspired by the charter intended for social networks; it is available here : [Charte graphique](#)

About / captions

- Explicitly describe the purpose of your community
- Translate the content into the relevant languages

PART 2

HOW TO CUSTOMIZE A HEC ALUMNI COMMUNITY?

You already have an HEC Alumni community and want to customize its page or account?
You are at the right place!

A. (RE)NAMING COMMUNITIES AND URLS



- [How to change the display name of a LinkedIn group ?](#)
- The url of a LinkedIn group is not customizable
- [How to change the display name and/or customize the url of a LinkedIn page ?](#)
- [How to customize the url of a page on LinkedIn](#)



- [How to change the display name of a group on Facebook ?](#)
- [How to change the url of a group on Facebook](#)
- [How to change the display name of a page on Facebook ?](#)
- [How to change the url of a page on Facebook ?](#)



- [How to change your display name on an Instagram account ?](#)
- The url of the Instagram account uses the username of your account
- [How to change the username of an Instagram account?](#)



- [How to change the display name of a Twitter account ?](#)
- The url of the Twitter account uses the username of your account
- [How to change the username of a Twitter account ?](#)

B. CAPTIONS, ABOUT, PRACTICAL INFO



Information

- Depending on the format of your community and the platform used, different features exist to customize the descriptions and practical information.
- See the links on the right that allow you to customize these sections

- [How to modify the information of a LinkedIn group ?](#)
- [How to modify the information of a LinkedIn page ?](#)



- [How to modify the description of a Facebook group ?](#)
- [How do I edit the about section of a Facebook page ?](#)



- [How do I change the caption of an Instagram account ?](#)



- [How do I change the caption of a Twitter account ?](#)

PART 3

HOW TO MANAGE THE ADMINISTRATION OF A HEC ALUMNI COMMUNITY?

HOW TO MANAGE THE ADMINISTRATION OF A COMMUNITY?

The administration of your community will be different depending on the platform or format used.



- 1/ Pay particular attention to the choice of password for security and memorize it in a safe place!
- 2/ On LinkedIn and Facebook, always put at least 2 people who are owners or admins of the accounts



- [Know the differences between a group owner and an administrator](#)
- [How to add or remove the owners or administrators of a LinkedIn group ?](#)
- [How to add, modify, or delete the administrators of a LinkedIn page ?](#)



- [How to appoint a user as the admin or moderator of a Facebook page ?](#)
- [How do I remove the admin or moderator from a Facebook group ?](#)
- [How to manage roles on a Facebook page ?](#)



- On Instagram, there is no multi-administrator management
- To administer an account, you simply need to have the account credentials (username or email + password).



- On Twitter, there is no multi-administrator management
- To administer an account, you simply need to have the account credentials (username or email + password).

PART 4

HOW TO ANIMATE AND MODERATE A HEC ALUMNI COMMUNITY?

A. GOOD PRACTICES AND RULES TO FOLLOW TO ANIMATE YOUR COMMUNITY

You will find below some good practices related to the animation of your community, to be adapted obviously according to the nature of this one, and the subjects to be relayed.

Guidelines related to the association

- Respect as much as possible the graphic charter of the association (it is available here : [Charte Graphique](#))
- Tag the association (in the posts and/or on the images)
- Use the official hashtag of the association : **#hecalumni**
- Take ownership of the association's baseline : **We SHARE. We DARE. We CARE.**
- Relay the posts of the association within your communities, to interest your subscribers

Best practices

- Publish regularly (2 times / month at least)
- Translate the content depending on the nature of your community (French/English)
- Pay particular attention to the quality of shared photos (framing, brightness, sharpness)

A. GOOD PRACTICES AND RULES TO FOLLOW TO ANIMATE YOUR COMMUNITY

- **Vitalize your posts by tagging** people and/or pages related to your subject (companies, associations, places...)
- **Engage your community** (polls, Instagram stories features...) and appropriate creative formats (gifs, boomerangs...)
- **Promote your community** by honoring certain members (in posts, shares...)
- **Using #** to introduce and/or end your posts (especially the official # of events...)
- **Using emojis** to create closeness
- **On Instagram, create front page stories** to perpetuate access to your stories beyond 24 hours and classify them by category
- **To go further** : subtitle videos, create lives and Q&A sessions to exchange with members

Shared topics

- **Share content / articles related to your community's vocation**
- **Bounce back on the news / context**

A. GOOD PRACTICES AND RULES TO FOLLOW TO ANIMATE YOUR COMMUNITY

Editorial strategy :

A tone of voice that speaks to the members, consistent with the values of the association :

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Editorial strategy :

A tone of voice that speaks to the members, consistent with the values of the association :

- **Recommended publication rate** : 2 to 3 times a week minimum (depending on news) and preferably during the week
 - > LinkedIn : Tuesday, Wednesday, Thursday from 7am to 8am or mid-morning or late afternoon.
 - > Instagram : weekdays from Monday to Friday during lunch or after work.
 - > Twitter : weekdays during office hours (continuous)
 - > Facebook : Tuesday, Wednesday, Thursday (9am to 2pm)
- **Planning tools** : Agorapulse / Hootsuit / Buffer / Swello / Social Bakers (attention tags LinkedIn impossibles)
- **Royalty-free image databases** : Unsplash, Vecteezy, Pixabay
- **Visual creation tools** : CANVA, INSHOT, PLAYPLAY

B. PUBLICIZE THE EXISTENCE OF YOUR COMMUNITY

To make your community known to as many people as possible, think about communicating about its existence: inform the association's team, communicate with people who might be interested or use the invitation features offered by the platforms. You will find below some tutorials explaining how to proceed :



- [How to invite contacts to follow a LinkedIn page ?](#)
- [How to invite contacts to join a LinkedIn group ?](#)



- [How to invite people to subscribe to a Facebook page ?](#)
- [How to invite people to join a Facebook group ?](#)



- On Instagram, you can subscribe to the accounts of potential members (by finding them via the search engine), so that they in turn re-subscribe.



- On Twitter, you can subscribe to the accounts of potential members (by finding them via the search engine), so that they in turn re-subscribe.

PART 5

HOW TO DELETE A HEC ALUMNI COMMUNITY??

HOW TO DELETE A HEC ALUMNI COMMUNITY?

Has your community been inactive for a long time? Is it no longer relevant? Or duplicates another one? In short, you want to delete it? The indications below will allow you to do so.



However, before deleting a community, please inform the communication department of the association (see part 6 for contacts). Indeed, it could be relevant to carry out certain actions beforehand (invite subscribers to follow another community, merge with another page...).



- [How to delete a profile on LinkedIn ?](#)
- [How to delete a group on LinkedIn ?](#)
- [How to delete a page on LinkedIn ?](#)



- [How to delete a profile on Facebook ?](#)
- [How to delete a group on Facebook ?](#)
- [How to delete a page on Facebook ?](#)



- [How to delete an account on Instagram ?](#)



- [How to delete an account on Twitter ?](#)

PART 6

HELP AND USEFUL CONTACTS WITHIN THE ASSOCIATION

RESONSABILITIES



Responsabilities	HEC Alumni	Chapters
Have a LinkedIn key account manager	X	
Helping clubs solve their LinkedIn problems	X	
Sharing best practices	X	
Provide up-to-date Association data	X	
Update data on Group/Linkedin page of the Club		X
Writing your posts		X
Moderation of comments		X

HELP AND USEFUL CONTACTS WITHIN THE ASSOCIATION

You did not find answers to your questions in this document?
Or would you like to discuss a particular topic?

To create an account, change administrators or delete an account, contact us!

Topics	Name	First name	Title	Email
Strategic or technical assistance	Gallois	Leïla	Social media manager	leila.gallois@hecalumni.fr
Contact network division	Pontuer	Clémence	Network Manager Clubs and HEC Paris	clemence.pontuer@hecalumni.fr
Contact network division	Martinel	Ophélie	Network Manager International Chapters	ophelie.martinel@hecalumni.fr

THANK YOU ! 😊