

Monday, December 7, 2009

OUAA's Social Media Connections

OUAA's presence on social media networks Facebook, LinkedIn, Twitter and Grizzlink offers alumni and current students a better way to connect with the OUAA and receive updates and important information. These social networks also provide a platform that allows the OUAA, alumni and students to engage with one another...for free!

GrizzLink

OUAA's original connection to all OU alumni currently has over 6,100 members. By registering, alumni gain access to career resource tools such as job postings. Grizzlink also allows members to locate former OU classmates, update their personal information, register for campus events, receive alumni news and more.

LinkedIn

The professional social network, LinkedIn currently has over 50 million experienced professionals from around the world. The goal of the OUAA group on LinkedIn, which currently has over 2,500 members, is to have OU alumni and current students, staff and faculty interact and gain valuable information regarding their careers and Oakland University. The OUAA LinkedIn networking and information sharing resources are:

- *Discussions*- Any group member can start a topic. Members are encouraged to share their own thoughts and opinions.
- *News*- Information regarding OUAA events, as well as general university events, are posted here. Weekly, LinkedIn group managers post important articles related to careers.
- This series, is called "What's the 411?" and features everything from the top websites for job searches to interview tips, ways to improve your resume, career advancement information and everything in between!
- *Jobs*- It's a tough economy, so the OUAA and group members are doing everything they can to help. Group managers and members post job opportunities for OU alumni and group members looking for jobs can also post "job wanted ads".

Facebook

Facebook is a social network of over 350 million members giving people the power to share and make the world more open and connected. Our fan page on Facebook is a great way to stay up to date with what's going on around Oakland University. You'll find pictures from recent OUAA events, news and information from the OUAA as well as the university and information and reminders regarding upcoming OUAA events.

Twitter

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters. Once you sign up for a Twitter account and start following us, you'll start receiving our tweets that contain OUAA news and information on upcoming events...in less than 140 characters!

As always, feel free to check out our main OUAA website www.oualumni.com for additional information and services. If you have any questions regarding our presence on these social networks or need help setting up accounts on any of the above, please e-mail grizzlink@oakland.edu.

SUMMARY

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