

# Build Thriving Communities & Loyal Fans

Discover proven strategies, engagement programs, rewards, advocacy campaigns, and community-building tactics that turn audiences into passionate fans, increase participation, and drive long-term brand growth.



# 7 Top Tips to Enhance Corporate Alumni Engagement



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



With the increasing number of boomerangs and social media use, **corporate alumni programs** are gaining ground with each passing year. But since your company possesses an alumni network, it does not guarantee its success.

There are various organizations that aim to keep their existing employees engaged and overlook their alumni.

They fail to realize that the alumni engagement is equally beneficial to them, just as employee engagement. Here is how organizations can form and improve [alumni program engagement to grow infinitely](#).

### **Make Your Corporate Alumni Program a part of your Exit Process**

The organizations must firmly put together their corporate alumni programs with their exit processes. As the workers leave, they automatically are graced into the alumni network.

So, putting forward an “opt-out” practice in place of an “opt-in” strategy comes with various benefits. Embracing the employees into the [Corporate Alumni Network](#):

- Reestablishes your company brand
- Simplifies the participation of your alumni
- Eliminates the possibility of lost associations

Integrating your corporate alumni program into the exit process guarantees the flow of your valuable data about your employees straight into the community as they exit. This data can further be used to enhance their alumni experience.

### **The Benefits Matter**

Companies aim for alumni programs that think about the ROI or the advantage they can fetch for the organization.

It is the primary reason to bring in [alumni initiatives](#). Besides providing job opportunities, associations, and career growth, the alumni programs bring various other benefits like travel discounts, access to employee-only features, etc.

When your alumni receive more benefits, you are sure to notice increased alumni participation, alumni engagement, and eventually the ROI.

### **Build a Social Network**

Social platforms like LinkedIn and Facebook hold great power. These channels help companies to magnetize and [connect with the corporate alumni networks](#).

You can use these channels to create, handle, and understand value from a well-thought corporate alumni program. Having an official social network in place can help you exercise control over the branding, etc.

Brands can also help take advantage of [NextBee's](#) top-most automated platform that helps to build a social circle through its exclusive features such as initiating personalized training modules, rewards, recognition or advocacy programs, et cetera.

All such activities will eventually boost employees to contribute their part in the social networking building.

Employee engagement is a 360-degree approach that drives engagement and advocacy through social platforms.

Employees are a company's biggest asset so dedicated training and development programs reinforce employee engagement and their performance.

#### **Focus on Content**

Content plays a vital role in keeping your alumni engaged. The organizations must understand the significance of updating fresh, fascinating, related, and stimulating content.

The companies must continuously think of using the content in a way to leverage it in numerous ways. For example, you can capture video interviews at the events you conduct and use these on your alumni portal.

Also, you can encourage your alumni to share stories. These are a few things that can [promote alumni engagement](#).

#### **Connect with Events**

Events are an essential part of a successful corporate alumni program. These are a great way to ensure the association of corporate alumni and keep them informed and involved all around the year.

The organizations can build alumni event strategies of any size. However, a mix of both online and offline events are recommended.

#### **Power Employees to Raise Your Alumni Network**

Your employees play a significant role in promoting and raising your community.

These are the people who can avidly communicate your company's value to create long-term associations with your employees, along with the benefits of being the alumni.

#### **Think International, Operate Local**

One of the most significant challenges that the organizations face is how to form an internationally unswerving and locally pertinent [corporate alumni program to keep their former employees engaged](#) throughout the world.

You can do this by consolidating various regional alumni efforts into one universal system through one online platform.

So, these tips can significantly help you to increase your alumni engagement.

# Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

## Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



# Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

[Contact Us](#)



Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



## Company

[Our Story](#)

[Careers](#)

[Resources](#)

[Contact](#)

[Privacy Policy](#)

[Terms & Conditions](#)

## Products

[CX360](#)

[Catalyst](#)

[Symbio](#)

[Spotlights](#)

## Community Templates

[Member Advocacy](#)

[Insurance Referrals](#)

[Personal Wellness](#)

[Team](#)

[Collaboration](#)

[Neighborhood Connections](#)

[Local Business Connections](#)

## Contact

NextBee Corporation  
155 Bovet Rd Suite 700  
San Mateo, CA 94402



**Call us now**  
**1-800-547-1618**