



# Alumni User's Guide

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# SwatLink Community Engagement Standards

## **1. Be Kind and Respectful**

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

## **2. Keep it Relevant**

Keep content relevant and on topic, including advice, information and resource sharing. Avoid political commentary. Content of a sexual, violent or shocking nature is strictly prohibited.

## **3. No Hate Speech, Trolling, or Bullying**

We are all members of the Swarthmore community. Bullying of any kind is prohibited. Name calling or degrading comments about things like race, religion, culture, sexual orientation, gender, or identity will not be tolerated. Respectful communication is expected at all times.

## **4. Keep it Spam-Free**

Self-promotion, sales, spam, personal fundraising, and irrelevant links are not permitted. It's OK to share about upcoming events, articles you found interesting, or other resources that relate to the theme of the group.

## **5. Respect Everyone's Privacy**

Being part of this community requires mutual trust. Do not share contact information or personal comments from others without their consent.

## **6. Report Concerning Comments**

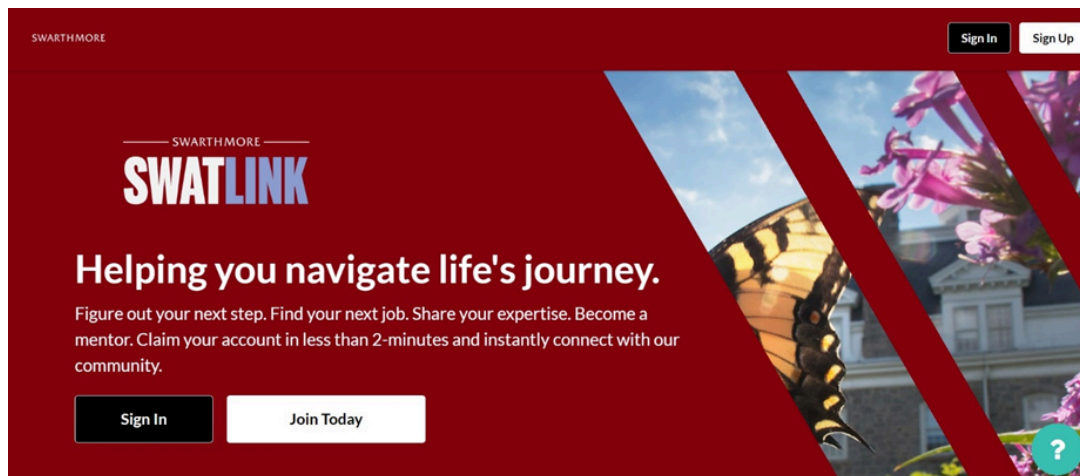
Report concerning comments or material to your group admins (see admin page of your group). If you continue to have concerns, contact SwatLink admins at [swatlink@swarthmore.edu](mailto:swatlink@swarthmore.edu).

*Please note that all interactions on the SwatLink community are expected to adhere to these community guidelines. Violations of these standards may result in restricted access and/or removal from SwatLink.*

# Activation and Profile Set Up

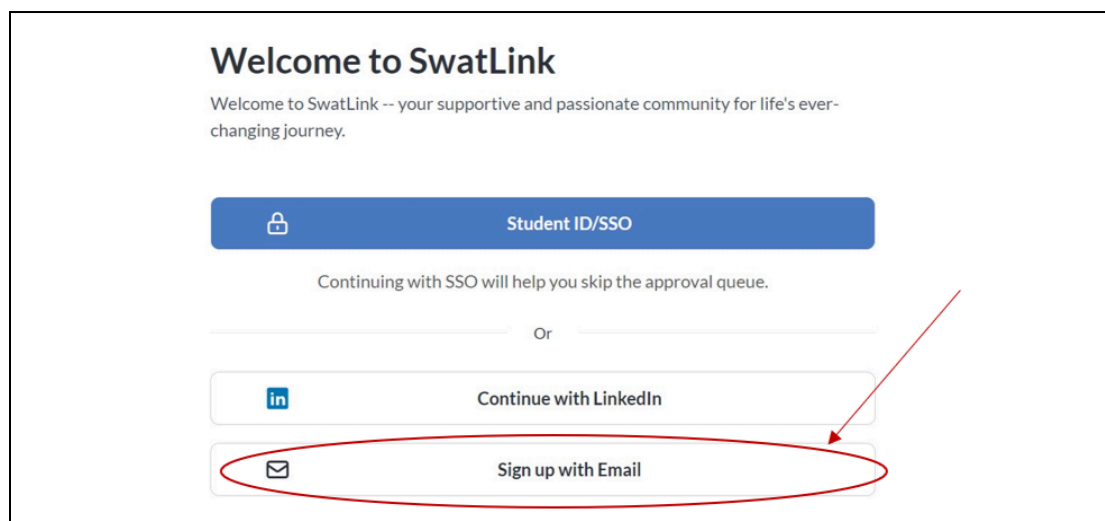
## Logging on to SwatLink

1. Go to this page: <https://swatlink.swarthmore.edu/v2>
2. You already have an account created with a few basic details. Just click “Join Today” to activate your account and customize it. You can change or update the basic information already in the platform.
  - Beginning with the first wave alumni launch, a link to this login page will also be available on the [Swarthmore Alumni Resources and Events page](#).



3. Next, use your email address to login and activate your account.

Note: To be automatically approved as a user, log in with the same email address from which you received your calendar invitation. If you use another email, or use LinkedIn, you will need to be manually approved by a Swarthmore staff person.



## Setting up your profile

SwatLink will guide you through several questions designed to help you customize your profile and showcase your affinity connections and mentoring strengths.

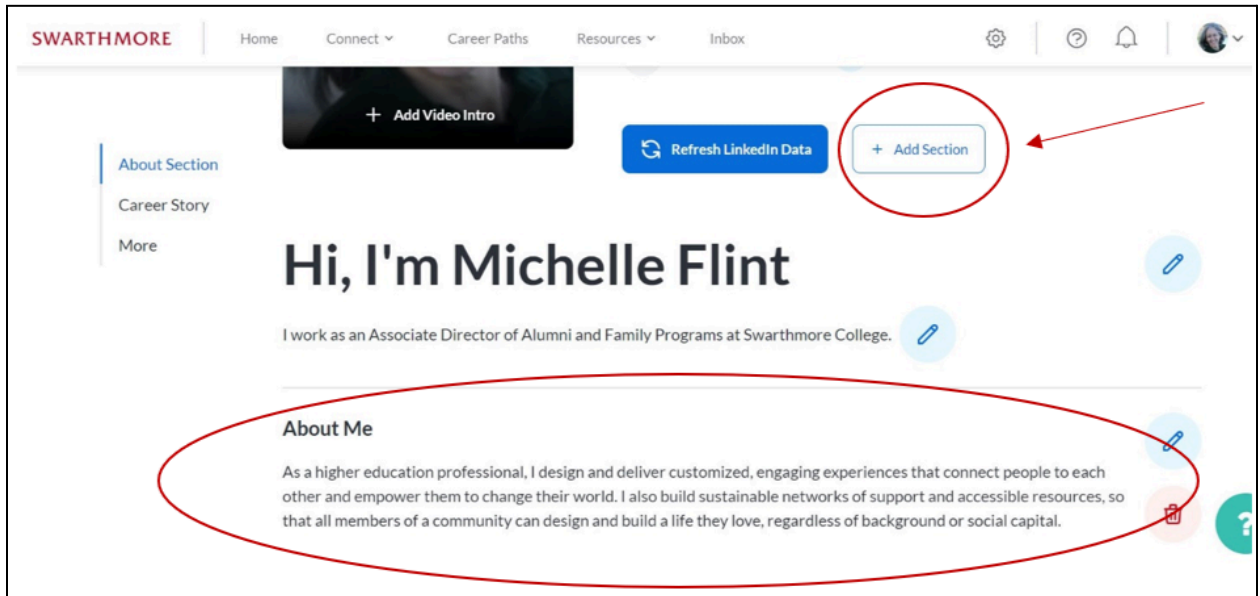
1. SwatLink will guide you through a few prompts to fill out the “About” section of your profile. These will help others find you and will only take a few minutes.

The screenshot shows a web form titled "Recognize Your Strengths" from Swarthmore. On the left, there is a sidebar with the Swarthmore logo and a "PRO TIP" box that says "Don't overthink it! Think about what motivates you more than anything else. You can update these later too." Below this is the "Powered by PeopleGrove" logo. The main content area is titled "What motivates you?" and includes a progress bar at the top. Below the title, it says "Select up to 3 motivators. We use this to provide you with relevant recommendations and resources." There are nine selectable options arranged in a 3x3 grid: "Achieving goals" (target icon), "Being challenged" (mountain icon), "Being creative" (pencil icon), "Building things" (wrench icon), "Helping others" (handshake icon), "Learning new things" (lightbulb icon), and three partially visible options at the bottom. At the bottom of the form are "Back" and "Next" buttons.

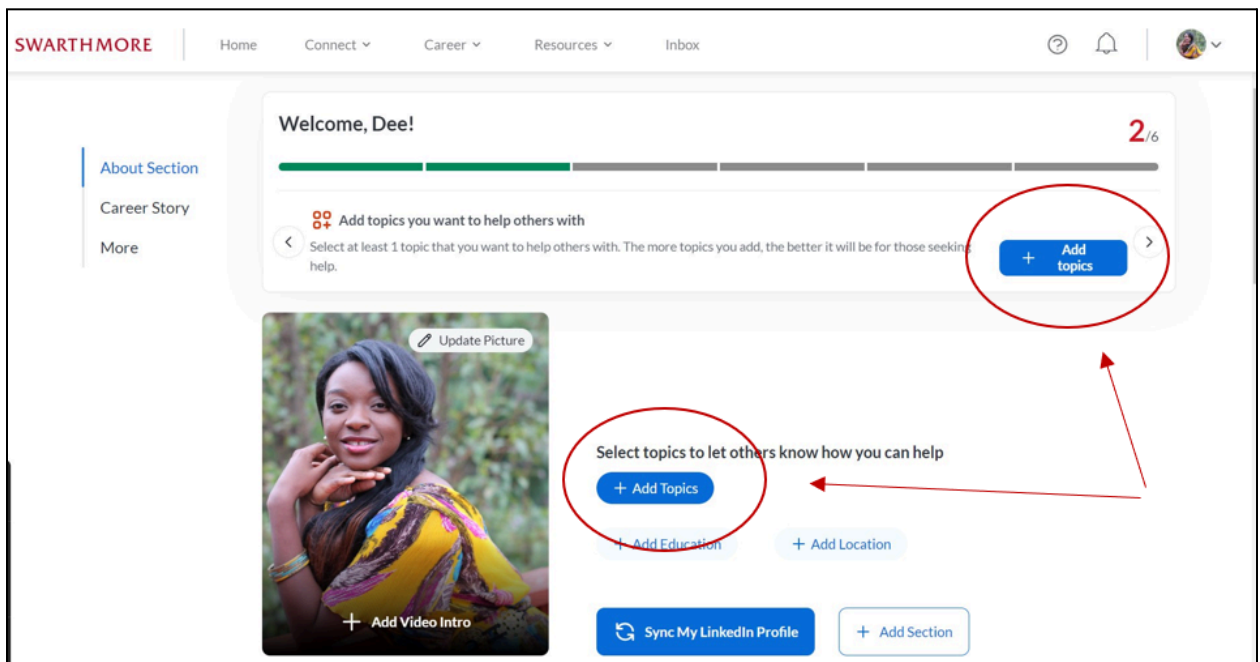
2. During this process you will have the option to enter your current job title and employer. You may see this information pre-populated. If it is incorrect you can change it. You can also import your LinkedIn work history at this time.

The screenshot shows a web form titled "Share your career journey" from Swarthmore. On the left, there is a sidebar with the Swarthmore logo and a "DID YOU KNOW?" box that says "A community of learners is waiting to hear your story! People are overwhelmed with career decisions. Your story and experiences can help them." The main content area is titled "Your latest experience" and includes a progress bar at the top. Below the title, there is a button for "Import LinkedIn profile" and an "or" separator. Below that, it says "Add your latest role. If you're retired, simply add your last role." There are two red ovals highlighting the "Import LinkedIn profile" button and the "Role" input field. The "Role" field is a text input with the placeholder "Latest role or title". Below it are radio buttons for "Self-employed/freelancer" and "I don't have any experience yet". Below that is a search box for "Company/Organization" with the placeholder "Search and select a company" and a magnifying glass icon.

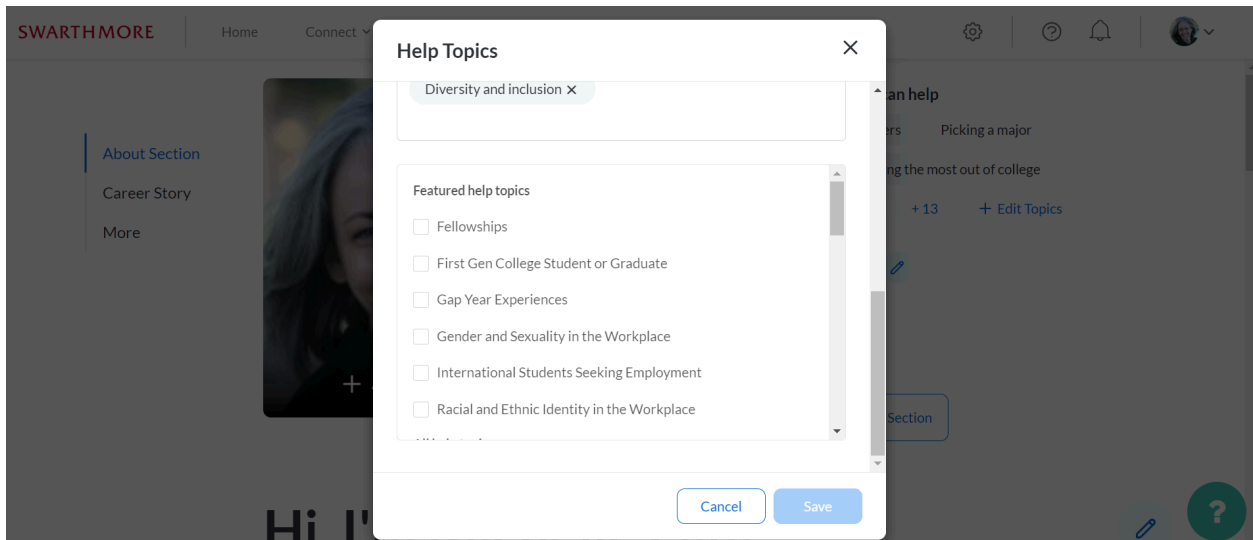
3. To add a narrative about yourself, click the “Add Section” button and choose “About Me.” This is a great place to add your mission statement, describe your niche professional interests, talk about your latest project, or tell the story of your career pivot.



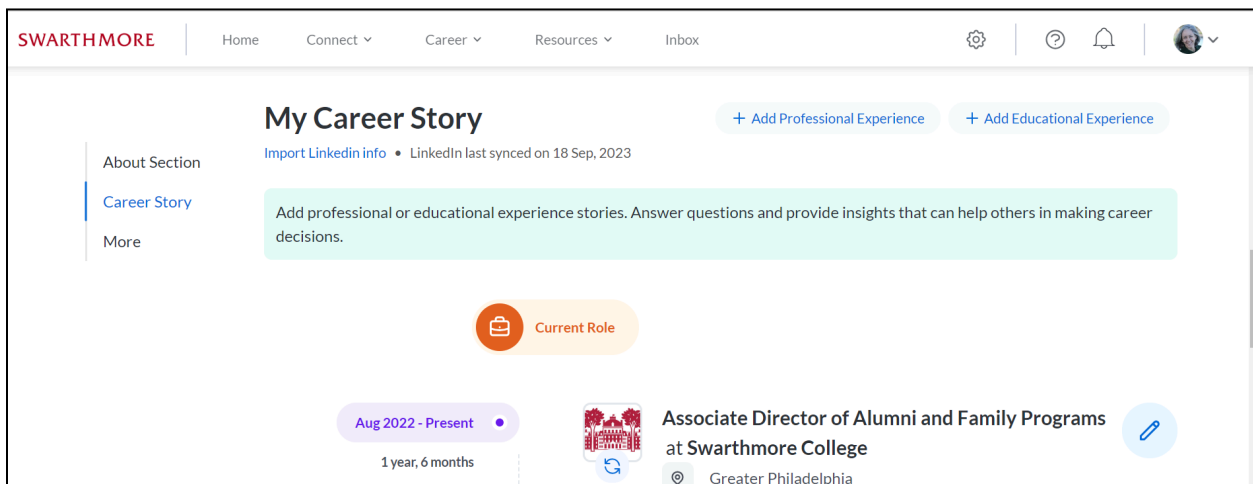
4. Be sure to add the help topics on which you would be interested in offering mentoring. This is one of the most common ways that students and young alums will search for matches.



We have added six featured help topics to make it easier for users to connect based on shared affinity and lived experiences. We'll demonstrate how to search on these topics in the next section.



5. Your “Career Story” section is similar in content to LinkedIn. In fact you’ll have the option to import that information directly from LinkedIn.



6. Your “More” section is an opportunity to share more about: your hobbies, your extracurricular activities as a student, and your Swarthmore volunteer activities as an alum.

**What were your Swarthmore extracurricular activities as a student?**

Swarthmore Afro-American Student Society (Secretary, Vice President), Rhythm N Motion (Co-Director), Swarthmore Party Associate, Elizabeth Fetter Chamber Music Ensemble, Saturday Cultural Institute, Dare 2 Soar, COLORS

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**What are or have been your Swarthmore volunteer activities as an alum?**

Alumni Council    LGBTQ+ Alum Network Steering Committee    Admissions volunteer

Career event (externship, speaker's panel, Swat Tank, etc.)    Reunion volunteer

# Profile FAQ

## **How do I add my pronouns?**

Add your pronouns by adding them in the “Last Name” field of your name.

## **How do I use my LinkedIn profile to populate my work history in SwatLink?**

In your SwatLink profile, to the right of your photo, click on the “Refresh LinkedIn Data” button. You will see a video demonstration showing how to download your LinkedIn data and upload it to SwatLink. From there, edit detail in SwatLink by clicking the pencil icon next to any job entry.

## **How do I add a new (or older) job individually?**

Scroll down to the heading “My Career Story”. To the right of that, click on the “Add Professional Experience button”.

## **I’m in a niche industry/profession that does not show up in the options under Industry. What can I do to talk about my work?**

(1) Pick the umbrella category which best represents your specific profession or job. For example, “Performing and Fine Arts” might include acting, painting, orchestra or choreography.

(2) You may also add a short narrative paragraph in the “About Me” section describing your work in more detail. To add this section, click on the “Add Section” button to the right of your photo.

## **How do I add my resume, CV, or other documents?**

Click on the “Add Section” button to the right of your photo and select “My Documents”. Then upload a PDF as you normally would.

## **I have a graduate degree. How do I add that to my profile?**

Scroll down to the heading “My Career Story”. To the right of that, click on the “Add Educational Experience” button.

## **I added a long list of past jobs, but I only see two of them. Where are the rest?**

Scroll down past the second entry, then click the small blue words “Show More.”

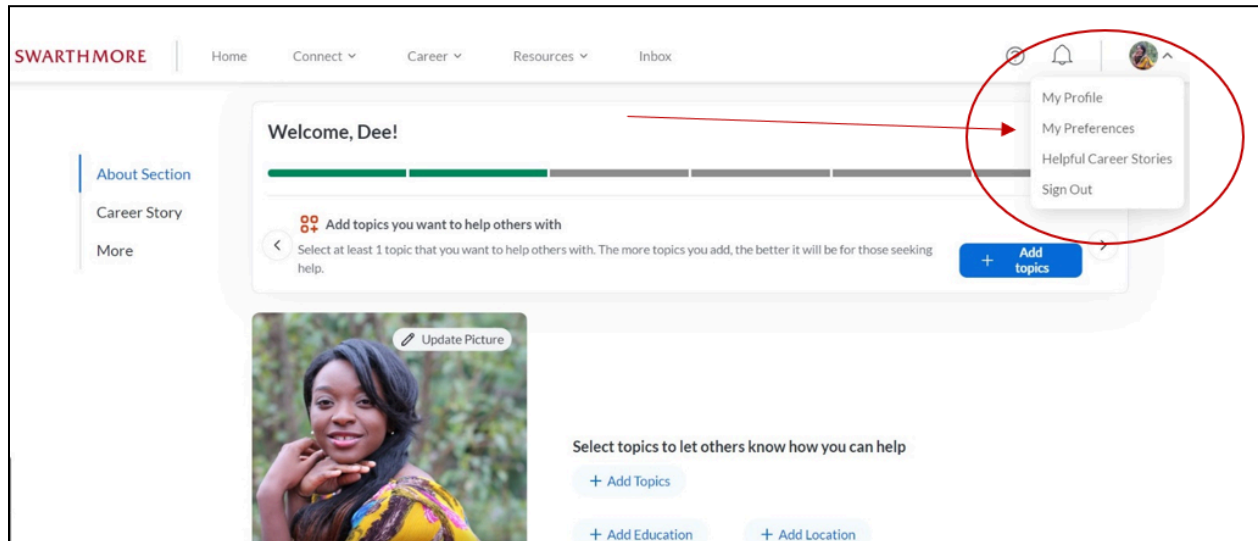
## **What if I have other questions?**

Check the help section, or email [alumni@swarthmore.edu](mailto:alumni@swarthmore.edu).

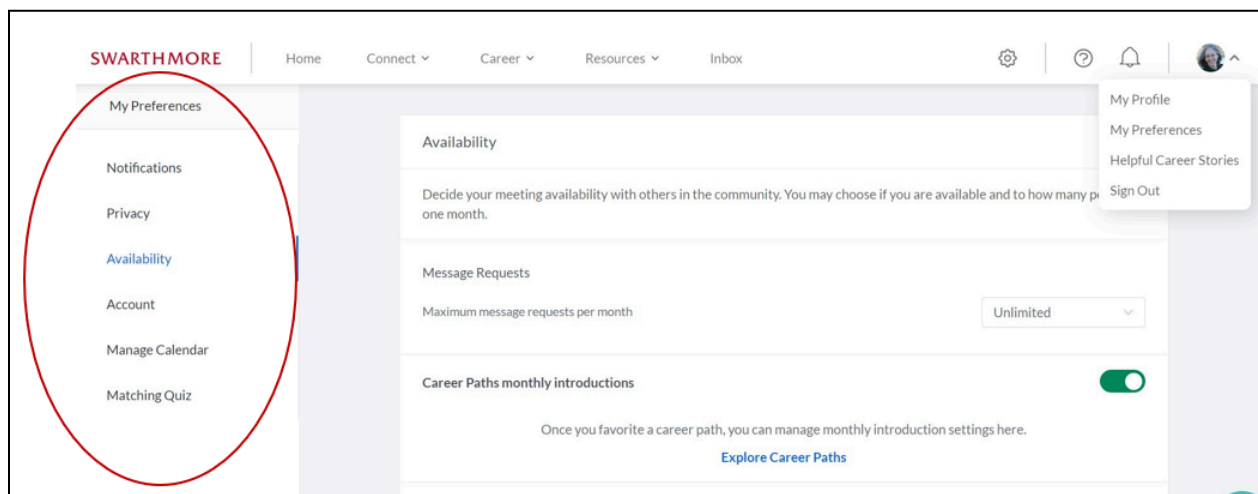
# Preferences

## Setting Your Preferences

To explore and change your preferences settings, navigate to your photo at the top right and choose “My Preferences” from the dropdown menu.



There, you can edit preferences for notifications, overall page privacy, how many requests for meetings you receive and more.



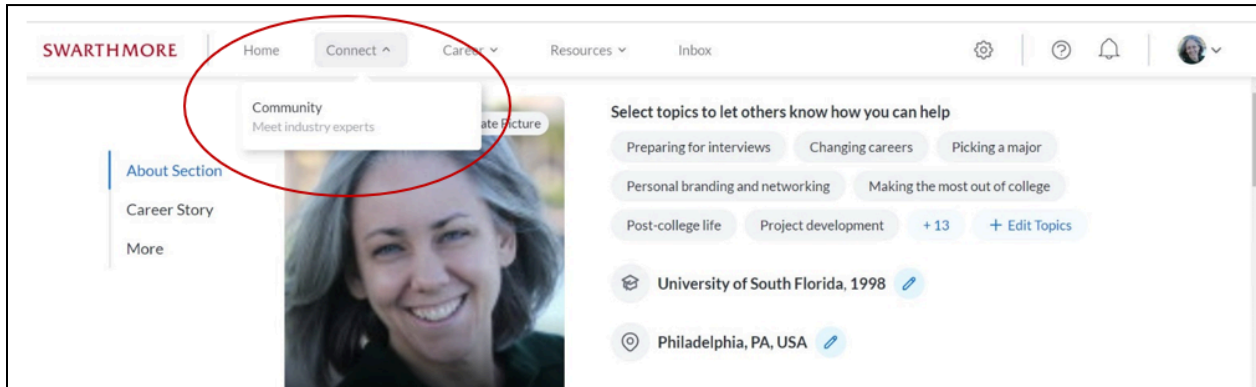


# The SwatLink Community

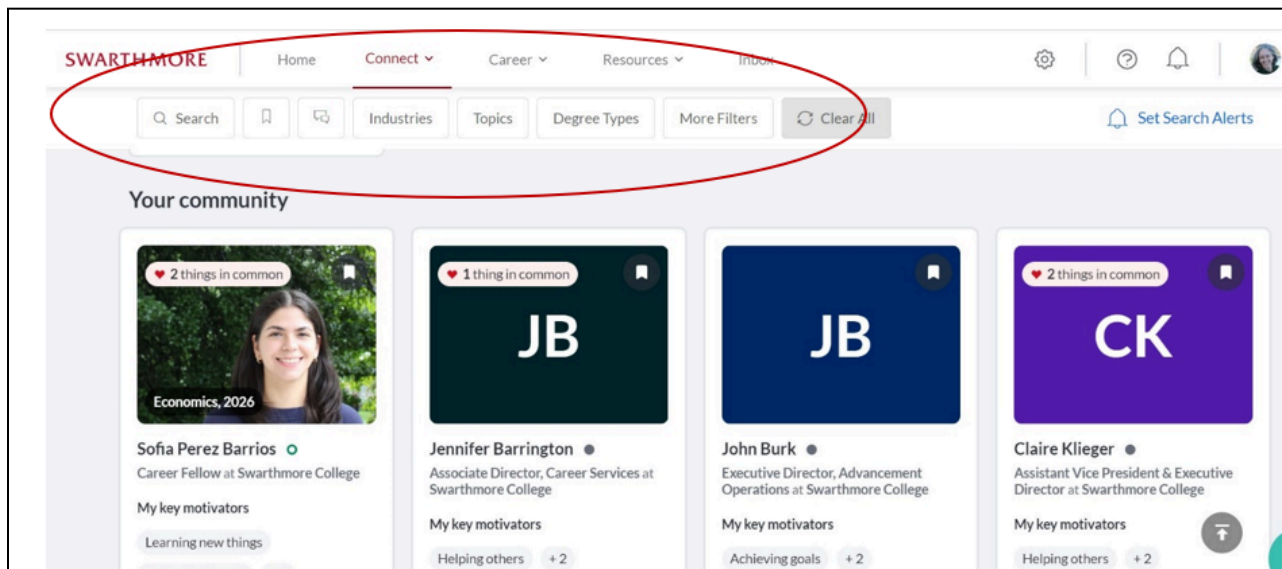
## Searching for Others on SwatLink

You will be able to search for and contact alumni, staff, and faculty, but not students. Students can search for and contact all users.

To search for Swarthmore alumni, faculty and staff on SwatLink, navigate to the “Connect” tab and choose “Community.”



Your community page will look like this:



Once there, use the buttons (circled, above) to search by:

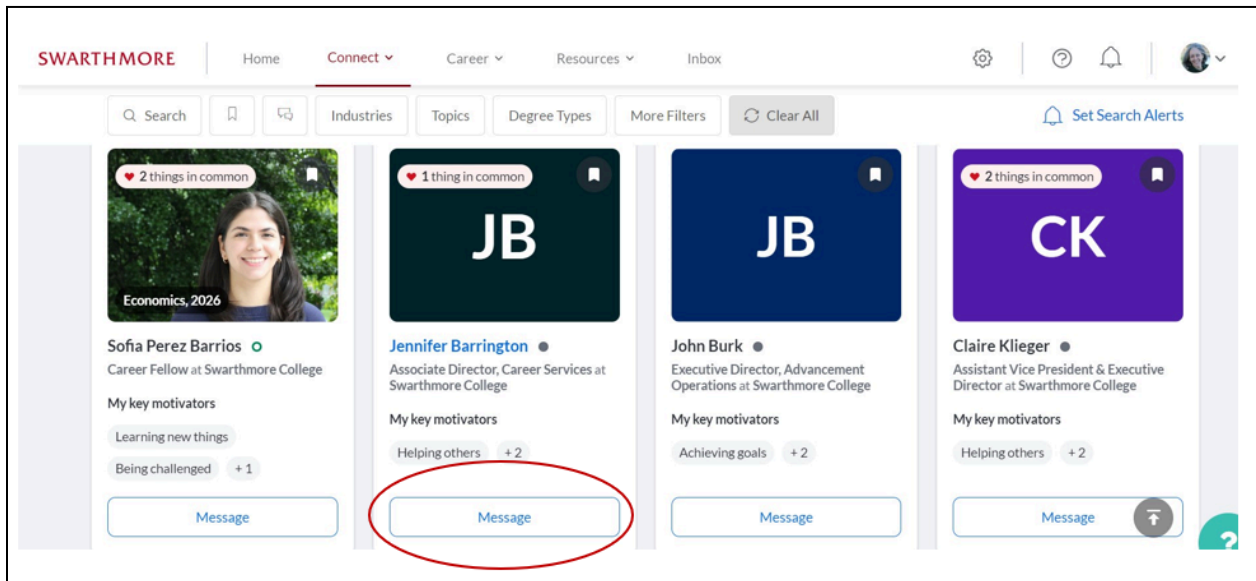
- Search: open search terms
- Industries: industry categories
- Topics: help topics
- Degree types: bachelor, master's, PhD, etc.

- More filters: the other aspects of user’s profiles, including hobbies, job functions, location, major(s), and company/organization name.

You can search by multiple criteria. Doing so will reduce the number of results you see.

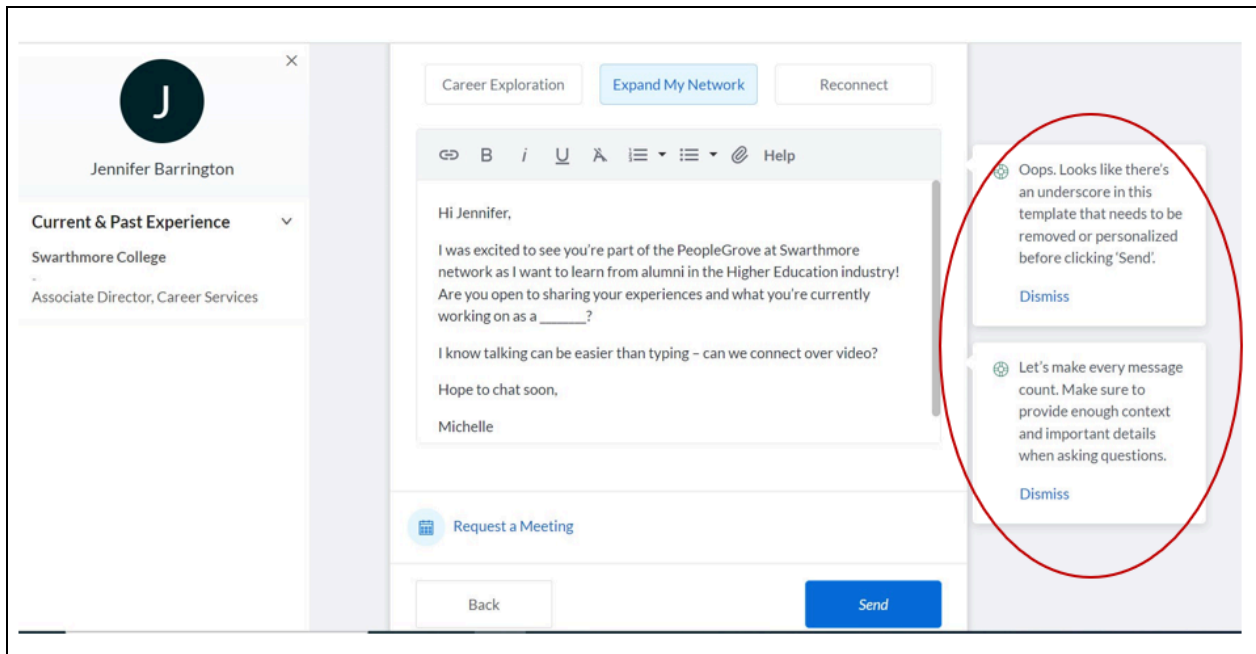
## Contacting others

To message an individual, click the message button on their preview card or in their profile.



Once in the messaging feature, you can write a message, customize a template, and/or request a meeting. Note the AI suggestions for the message (circled, below). These are especially designed to coach students in email etiquette.

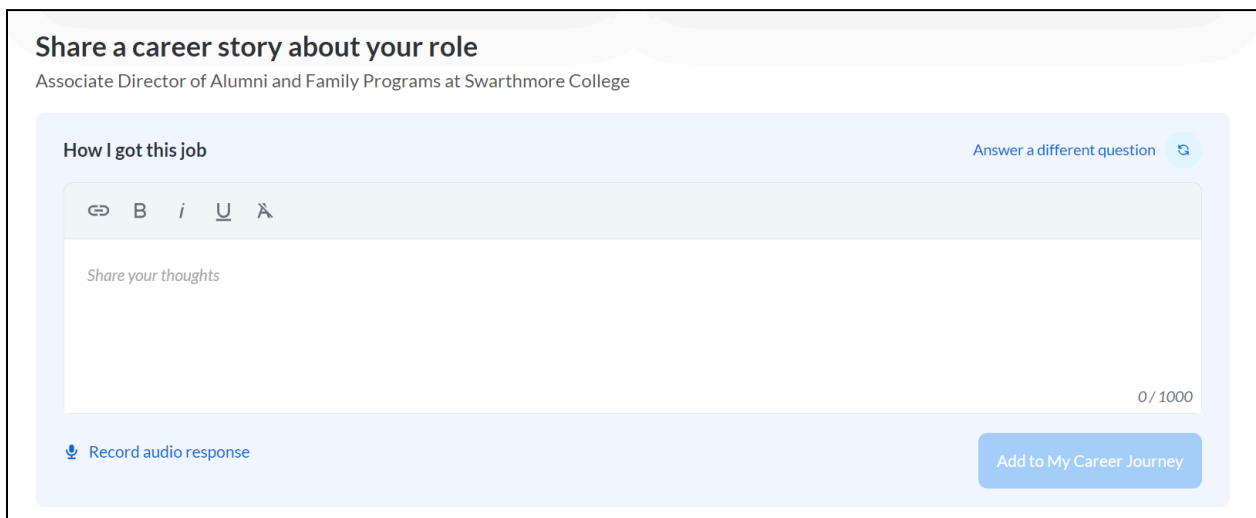
Messages will go directly to the email address of the person you message. (See Data and Privacy, below, for more.)



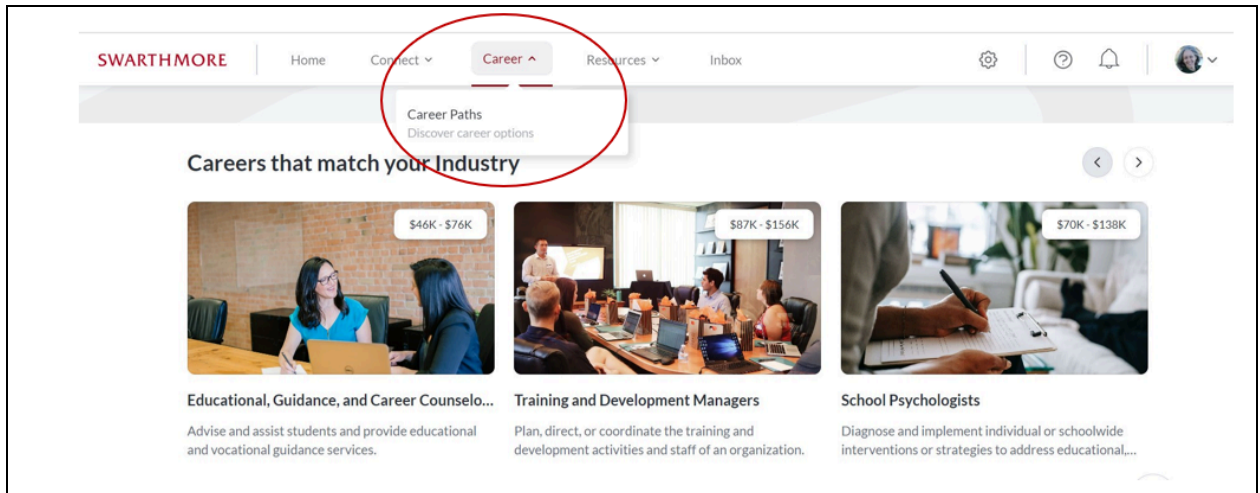
Messaging students: While alumni are not able to search for and initiate messages to students, if you receive a message from a student, you will be able to respond to that individual.

### Other SwatLink features

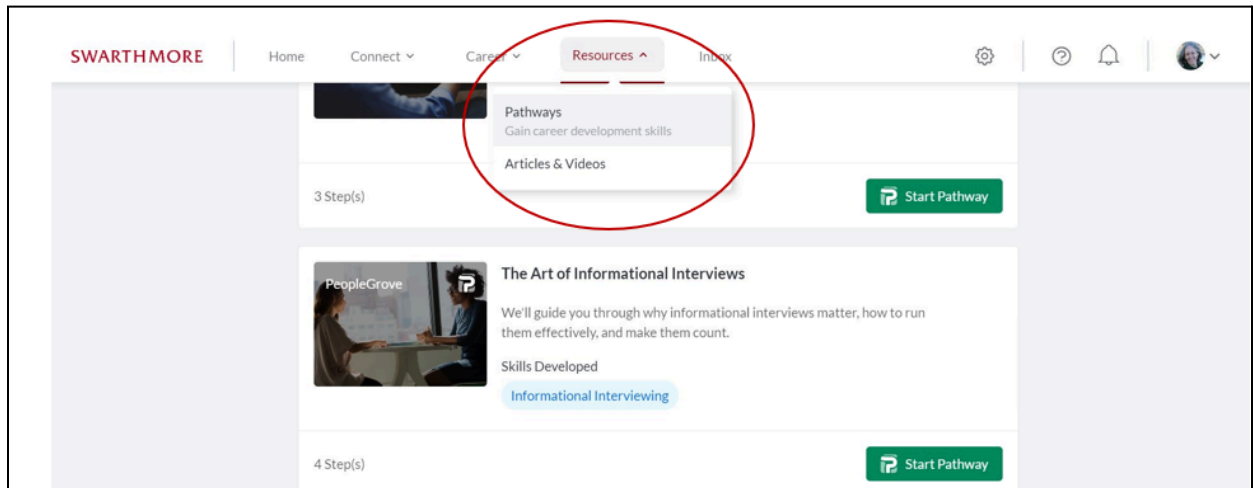
Write or record a career story for others to see (access from your home screen).



Explore career suggestions based on your skills, industry, hobbies, areas of study, etc.



Explore career development mini-trainings, articles and videos.



## SwatLink groups

SwatLink groups may be public, private, or hidden (invitation only). SwatLink groups function in a similar way to Facebook and LinkedIn groups. Groups can message one another, share and pin resources within their group, and announce events.

SwatLink groups are for Swarthmore community members and may include alumni, current students and their families, faculty, and/or staff.

Your group can request a SwatLink group as long as you have at least two group members willing to serve as admin moderators.

SwatLink group space will be available by request beginning Spring 2024. To request a SwatLink group, please contact Michelle Flint, [mflint1@swarthmore.edu](mailto:mflint1@swarthmore.edu).

# SwatLink Community FAQ

## **SwatLink has fewer users than other platforms like LinkedIn. Why should I use it?**

Unlike other sites or directories, SwatLink features active users who have already indicated that they want to hear from other Swatties. Each person you'll see on the "Explore the Community" space has already opted in to hearing from others.

And unlike other platforms, SwatLink filters help you find others based on shared affinity, hobbies, or volunteer interests and connect with unlimited numbers of members.

SwatLink launches in Spring 2024; it will take time for alumni to join and engage. SwatLink is hosted by the software PeopleGrove; many of Swarthmore's peer institutions tell us that thousands of alumni joined their version of SwatLink within the first year of launch. Become an early adopter and rest assured that your fellow Swatties will join SwatLink soon.

## **How do I search for others who share my affinity identity/identities?**

In the Communities tab, click on the Topics button in the filters bar. Then search for alums who are interested in discussing shared affinity including BIPOC in the workplace, LGBTQ+ in the workplace, first generation, international students, and more.

## **How do I start a new SwatLink group?**

SwatLink groups are open or private groups based on affinity, volunteer committee, geography, etc. Group members can post messages and share resources with their group. They are similar to Facebook groups in their look and feel.

If you are interested in exploring SwatLink groups for your committee, please contact [alumni@swarthmore.edu](mailto:alumni@swarthmore.edu) to discuss your needs.

## **Why does the platform match me with people?**

A primary goal of SwatLink is to create connection and community. As a result the software which hosts SwatLink makes suggestions for people as well as career resources. It is up to you whether to message the suggested alumni.

## **As an alum, how do I offer mentoring or career support to students?**

As a privacy feature, alumni cannot see student profiles unless an individual student messages them and asks a question or requests a meeting. The best way to encourage students to message you is to create a complete and interesting profile, complete with help topics, an About Me narrative, and a full list of your Swarthmore extracurricular activities. Then give it time as we build student engagement with the platform.

## **I'm a young alum. How do I offer mentoring to students AND search for a mentor of my own?**

Great question! Complete the “Help Topics” section so that students searching for support can find you. Then, search help topics in the Community tab to find other alums offering mentoring in the topics you need.

**I messaged someone but they have not responded. Now what?**

This is not uncommon in our busy, overscheduled world. Try these suggestions:

1. Wait a week, then message the other person again. If they don't respond to a second message, assume they are very busy at the moment, and look for another person to message. Above all, don't take it personally.
2. Make your connection with the other person clear. Do you have a shared profession, affinity, city or volunteer interest? Mention that in your message.
3. Keep your request as clear and concrete as possible. Rather than broad questions like “What career advice do you have?” Try a more focused question such as “What entry level jobs would you suggest to get started in your profession?”
4. Keep meetings short. If you would like to meet on Zoom, request a short (20-30 minute) meeting rather than a long one. Then come prepared with a list of your top questions. If the meeting goes well you can request another one.
5. Multiple questions are better on Zoom. Have lots of questions? Request a meeting instead of asking the other person to type a long message. Or, give them the option to type or meet.

**I'm getting too many requests for meetings. What should I do?**

Please see Preferences section, page 7.

**I'm getting spam or inappropriate messages. What should I do?**

Please see the Data and Privacy FAQ starting on page 14.

# Data and Privacy FAQ

## Can others see my profile before I activate it?

No, your information is only visible once you activate your profile.

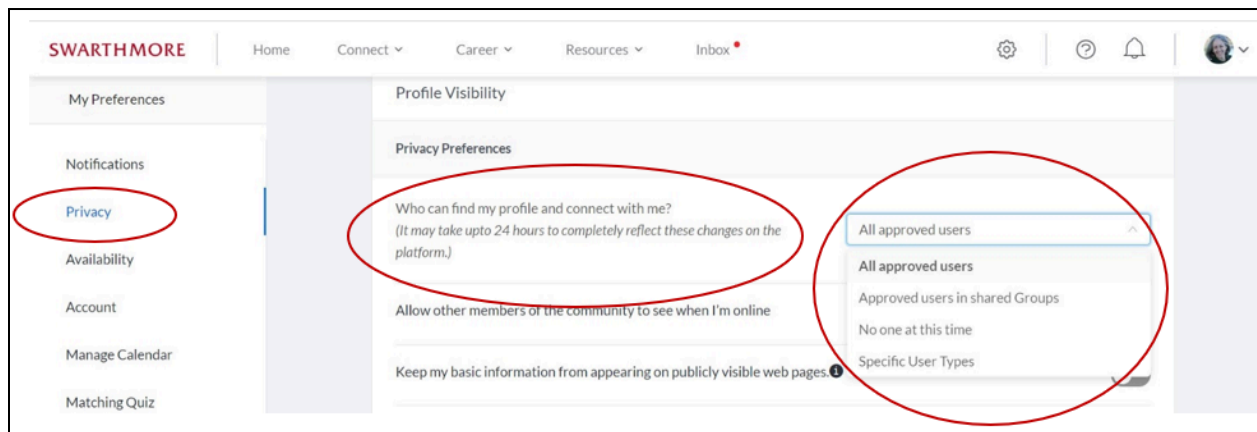
## Can I hide specific parts of my profile from others?

You can hide some features, like graduation year. Although you cannot completely hide your location, you can make it as broad as the name of your state or country.

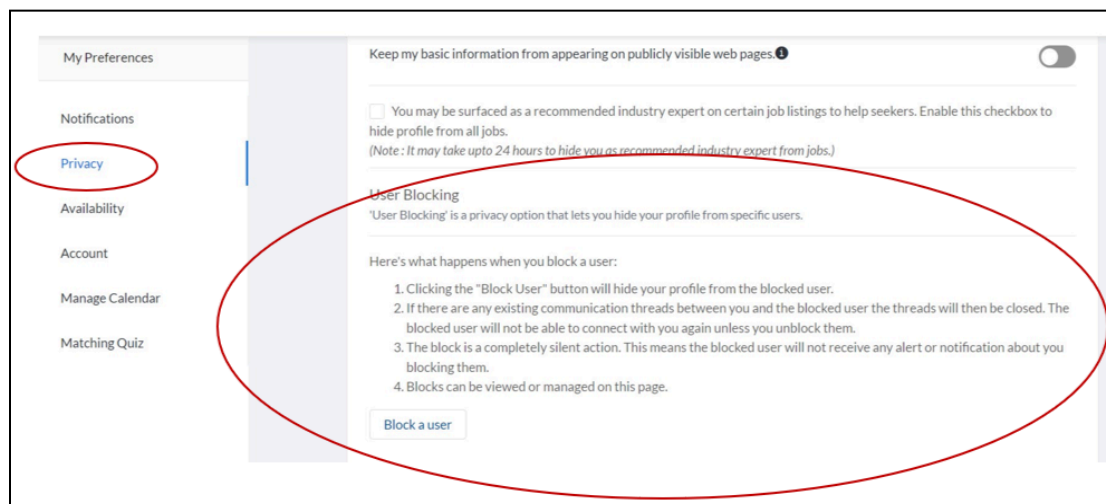
## Once I activate my profile, who can see it?

The default setting is that everyone else on the platform can see alumni profiles.

You can hide your profile entirely from certain groups of users (students, alumni, faculty and staff, or friends of the community, or everyone but the group you are in). To do this go to your privacy setting in your preferences:



You can also block specific users from seeing your profile. This is also in your privacy settings:



### **Once I activate my profile, can others see my contact information?**

No. Messages from others do go to your email inbox, however the other person cannot see your email address. And in order to reply to someone, you must log in to SwatLink. No one can see another user's email unless they choose to share it.

The same goes for your phone number, if you add it for notifications.

SwatLink does not have your postal address.

### **If I change some part of my information in SwatLink, will the Alumni Office hear about it?**

Yes, some of it. We will track changes to your email, current job title, and current employer for our normal records. Most other information in SwatLink (such as help topics, hobbies, etc.) is not information the Alumni Office tracks.

Note: Please allow up to two weeks for changes to take effect this calendar year. It will be quicker in 2025 once our new database system is online. You can also contact us directly with your email, current job title, and/or current employer changes ([records@swarthmore.edu](mailto:records@swarthmore.edu)).

### **What do I do if someone is sending me inappropriate messages or won't stop messaging me when I've asked them to stop?**

In the message thread with that person, click on the three vertical dots in the top right which are called "Manage Conversation." Then choose "Block User/Report Abuse" to send a message to SwatLink admins at Swarthmore.

If the other user is a student, and you know they mean well but just do not have good email etiquette, you can choose to coach them directly or email career services staff ([career@swarthmore.edu](mailto:career@swarthmore.edu)) rather than report them through the system.

