

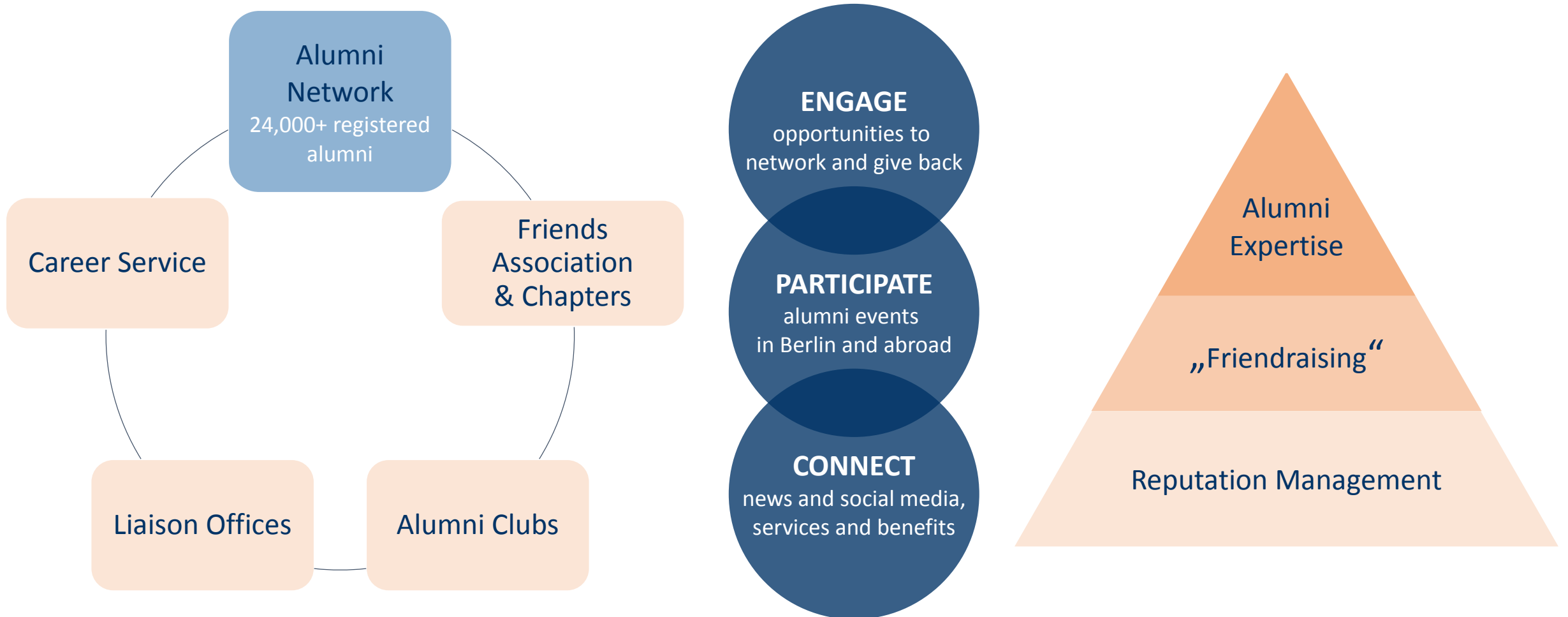
Alumni Relations & Career Services – a win win cooperation



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Freie Universität Berlin, Alumni Relations

Alumni Relations at Freie Universität Berlin



Cooperation of Alumni Relations & Career Services

Events

„International Career Paths“

- Alumni speak about work experience and career paths
- Forum for student questions
- Format adaptable to various career fields
- Alumni as speakers in mixed panels with other experts

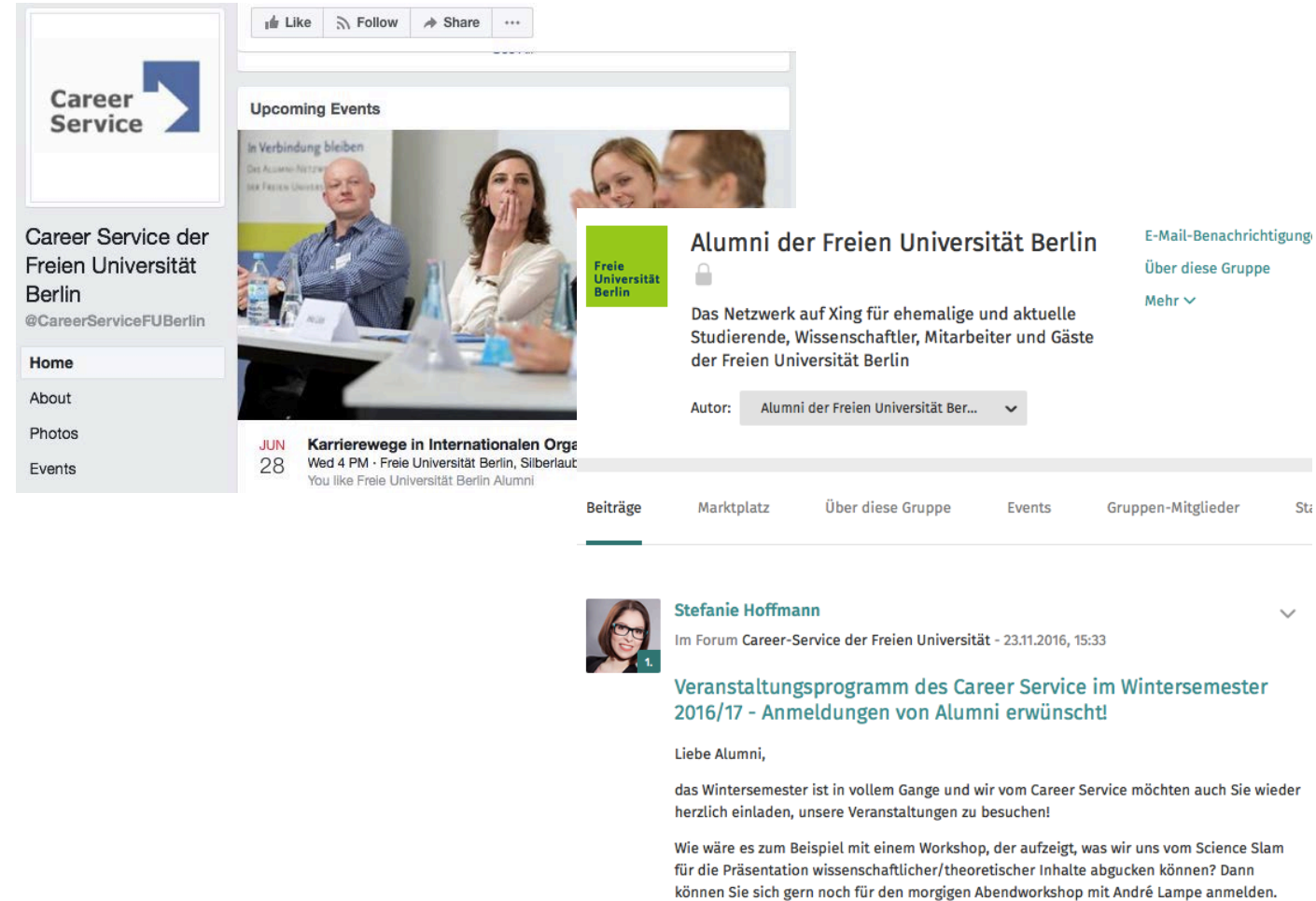


Images: Michael Fahrig

Cooperation of Alumni Relations & Career Services

Social Media

- Facebook, LinkedIn & Xing
- Larger audience
- Better content
- Increased value for target groups

The screenshot shows two social media profiles. On the left is the Facebook page for 'Career Service der Freien Universität Berlin' (@CareerServiceFUBerlin), featuring a 'Career Service' logo and a navigation menu with 'Home', 'About', 'Photos', and 'Events'. On the right is the Xing profile for 'Alumni der Freien Universität Berlin', which includes a group description: 'Das Netzwerk auf Xing für ehemalige und aktuelle Studierende, Wissenschaftler, Mitarbeiter und Gäste der Freien Universität Berlin'. Below the description is a post by 'Stefanie Hoffmann' from the 'Career-Service der Freien Universität' forum, dated 23.11.2016, 15:33. The post title is 'Veranstungsprogramm des Career Service im Wintersemester 2016/17 - Anmeldungen von Alumni erwünscht!' and the text reads: 'Liebe Alumni, das Wintersemester ist in vollem Gange und wir vom Career Service möchten auch Sie wieder herzlich einladen, unsere Veranstaltungen zu besuchen! Wie wäre es zum Beispiel mit einem Workshop, der aufzeigt, was wir uns vom Science Slam für die Präsentation wissenschaftlicher/theoretischer Inhalte abgucken können? Dann können Sie sich gern noch für den morgigen Abendworkshop mit André Lampe anmelden.'

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Career Days

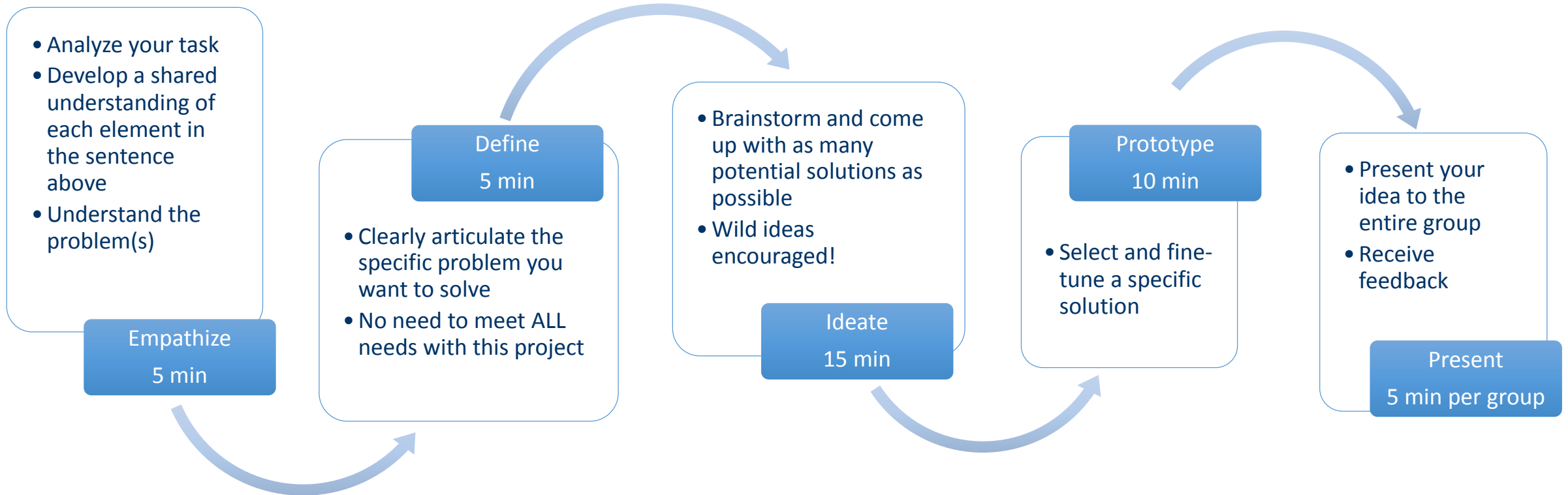
- Alumni speakers for departmental „Career Days“
- Need-based cooperation
- Good return rate from alumni
 - Alumni react well to being needed
 - Alumni identities form around the department
- Alumni as an authentic resource for students



Images: Bernd Wannemacher

Working Groups

Develop a project that combines alumni relations & career services offers to better serve your target group.



Contact

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www.fu-berlin.de/alumni

www.facebook.com/freieuniversitaetberlinalumni

www.linkedin.com/groups/Freie-Universitaet-Berlin-Alumni-2447704

www.xing.com/net/fuberlin