



Aston University

BIRMINGHAM UK

Professional Alumni Link

Make the most of your professional connection

Powered by



UNIBUDDY

Welcome to the Professional Alumni Link platform

Everyone has a truly unique university experience and this extends in to your career and life after Aston. As a business professional on our new Professional Alumni Link platform (Powered by Unibuddy) you will be able to connect with current and recent alumni and share your experience of the world of work, the changing climate and ways of working alongside being an insider in a career, industry sector or field of work our students might like to make a future career in.

Please see tips on how to make the most of your volunteering experience.



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What are my main responsibilities?

Provide the platform with a high quality profile and photograph. The profile aims to include information on your course background, career journey, key achievements and advice to current students and recent graduates.

- ✓ Respond to career enquiries in a timely manner
- ✓ Offer informal careers support based on your own experience
- ✓ Offer 'insider' advice on getting into competitive jobs and careers and/or starting your own business
- ✓ Offer information on professional associations or qualifications required for some professions. (If they have them for your industry)
- ✓ Give practical advice on how individuals can make the most of their time at Aston – extra-curricular events, alumni webinars etc.
- ✓ Opportunity to extend your personal and professional network and make appropriate introductions.
- ✓ Support individuals to make informed decisions about their career path.
- ✓ Signpost individuals to the right services, Careers advisors, international office or wellbeing etc.

Let the Alumni Relations team know if your contact or business details change.

Getting set up on Professional Alumni Link

1.1

Receive an invitation by email

Every business professionals volunteering journey starts with an invitation. This will be sent via email from Aston University via Unibuddy. When your invitation arrives, click the blue 'create my account' button and start building your profile.

1.2

Create your profile

Your profile is a snapshot of your professional profile and contains information about your career, industry sector, job role, work experience, languages you speak, and professional skills. When current students and recent alumni visit the Alumni Professional Link page on our university's website, they can read your profile and get in touch. The more information you provide, the better, so don't hold back!



1.3

Download the mobile app

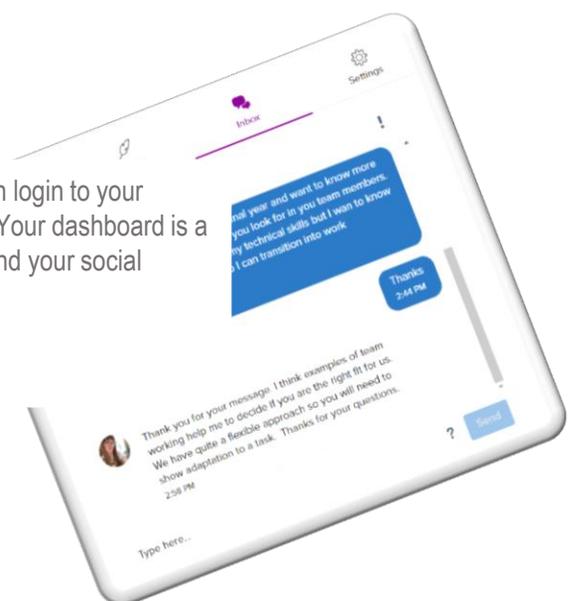
The mobile app is super easy to use and provides handy push notifications when you receive new messages. You can reply when you are out and about, just like a text message. You can download the app for free from **Google Play and the Apple App Store**.



1.4

Start chatting!

Once your profile has been created, you can login to your dashboard and start building your network! Your dashboard is a hub for your activity and is where you can find your social posts, conversations and profile settings.

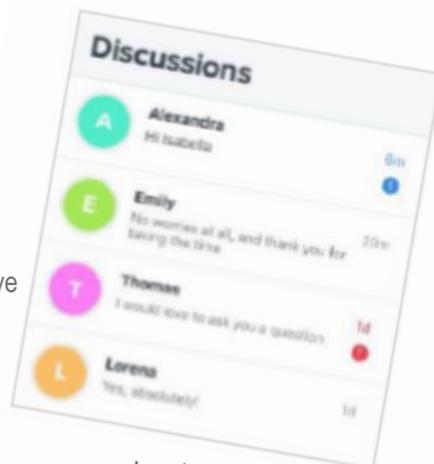


Using Unibuddy

2.1

Inbox

Your inbox stores all of your chats with prospective students.



2.2

Create a blog

Social posts are a fun, creative way to share your day-to-day university experiences. You can upload blogs, vlogs and photos. Simply hit 'write blog post' and away you go!

2.3

Profile

Your profile can be accessed via your dashboard, by clicking your profile photo. Here, you can make changes and updates to your personal profile. - **Let the Alumni Relations team know if your contact or business details change and keep your profile up to date.** Email alumniinfo@aston.ac.uk or abs_alumni@aston.ac.uk



2.4

Settings

Here you can edit your phone number and toggle on/off email and SMS notifications.

2.5

Logout

Use this button to log out of the platform.

LOGOUT

2.6

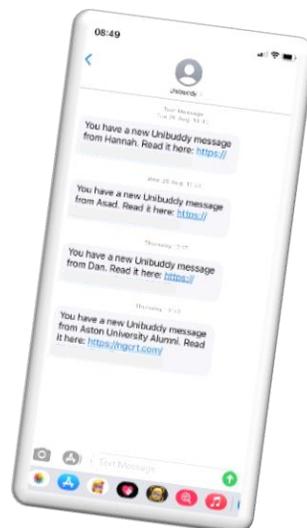
Unibuddy App

We recommend that you download the Unibuddy app through the Apple App Store or Google Play Store, to get notified as soon as a prospective applicant needs your help.



How will I know when I have a message?

Whenever you receive a new message, the Platform will notify you by email. You also have the option to sign up for text notifications. If you download the mobile app, you'll receive push notifications when new messages come through.



What if I don't know the answer?

We don't expect you to know the answer to every single question, so don't worry if you get stuck! So long as you are positive and proactive, you can provide help and support. If you are unsure of the answer, you have a couple of options:

1. Do a bit of research and share a link to the relevant web page/department/person.
2. Contact the university at abs_alumni@aston.ac.uk or alumniinfo@aston.ac.uk for advice.
3. Redirect to a Staff Profile or the Alumni Relations team, to another ambassador or to the appropriate department.

The platform is very user friendly and made to be easy to use, but if you have any technical problems or need some advice you can contact Unibuddy by clicking the chat bubble on the bottom right hand corner of your screen or email us at support@unibuddy.com.

Technical Questions?

Live chat with Unibuddy by using the Support button.

Other Questions

Please email the Alumni Relations teams at Aston University on alumniinfo@aston.ac.uk or abs_alumni@aston.ac.uk

How to be a great Professional Alumni Link volunteer

Everyone has a truly unique university and experience and this extends in to your career and life after Aston. You will be able to connect with current and recent alumni and share your experience of the world of work, the changing climate and ways of working alongside being an insider in a career, industry sector or field of work our students might like to make a future career in.

You also might like to share your insight and experience of professional networks and Professional Industry Associations or your experience of studying professional qualifications (CIM, CIMA, ACCA, BPS, CIPD etc.)

Offer information on how to access alumni events, webinars and news from local in-country chapters. And share the benefits of keeping in touch with the university when you graduate.

Create Rapport

Find out if you share any similar life experiences: are they from a similar part of the world?

Do you speak the same languages?

Did you enjoy some of the same modules at uni?

Encourage students and recent alumni to stay in touch with our alumni team and if they are a recent alumni make sure they have updated their alumni record by visiting our contact us web page at www.aston.ac.uk/alumni

Keep it chatty and ask questions

Think of your online conversations as ongoing, and avoid a super formal email style. Instead of taking ages to write lengthy replies, break up your messages and keep it chatty. Some of your contacts will have a whole load of questions and will naturally keep the conversation going, but others may need a bit more encouragement. If you haven't heard from a student or recent graduate in a while, why not check in with them and wish them luck in their exams? Module work or share some tips. All the things you'd do as a friend in real life!

Treat it like WhatsApp

Ever experienced the two blue ticks on WhatsApp? When your message has been read but no one replies? Try and avoid putting your contacts through this on the platform. If you don't have all the answers straight away and you need to do a bit of research, that's not a problem. You can still let them know that you have received their message and will be in touch soon with more info.

Online safety and important legal information

The **Professional Alumni Link** platform powered by Unibuddy provides a friendly, safe space to chat with current students and recent alumni from around the world. As a volunteer, you should never be made to feel uncomfortable while using the platform, nor should you feel obliged to share any personal or social media information. It is important to be aware and take precautions on this online platform, as with any online activity. If you do find yourself in a challenging situation, you have two options:

Option 1. Polite warning

Some participants may not know that ambassadors are unable to share personal or social media information on the platform (Unibuddy). If they are an international student for example, they may be familiar with using Skype, Facebook, Wechat and mobile to communicate with a university.

If you find yourself in this situation, we would recommend first explaining politely that you are unable to share this information for safety reasons. If the student continues to pester you for this type of information, you have the option to block them.

Option 2. Block the participants

We hope that you would never have to use it, but if you do find yourself in a challenging situation, you can block a student from speaking with you by hitting the 'block' button in your chat window. To clear up any misunderstandings, we recommend a three strike policy:

Strike 1 - Give a polite warning to the prospect

Strike 2 - Give a stricter warning to the prospect, and mention the issue to your platform supervisor,

Strike 3 - If you feel it's necessary, block the user.

Cultural Awareness

Please be respectful of other people's cultures, race/ethnicity, gender, disabilities/abilities, religious beliefs and other identities.

What not to discuss

You don't know if the person you are talking to is who they say they are, so never discuss anything private or sensitive on the platform. This includes anything about personal relationships.

Report any inappropriate or abusive behaviour

If anything comes up in a chat that you feel is inappropriate or makes you feel uncomfortable, you can report this directly to your university supervisor by using the blocking button. The prospect will be blocked from messaging you again, and your supervisor will be able to take further action.

Misleading Information

It's important for you, as university volunteers, to be careful not to make false or exaggerated claims about your university which could mislead prospective students.

The sort of information you might want to be careful of are things like scholarships, professional accreditation, employment statistics, access to visas etc because these areas frequently change. By all means talk from your own experience; Please direct students and graduates to the university web pages where they can access our information and services directly.

Technical Questions? Chat with UniBuddy direct!

The system has been designed to be easy to use, but if you have any technical problems or need some advice you can contact the platform designers, Unibuddy, by clicking the blue chat bubble on the bottom right hand corner of your screen or email them directly at support@unibuddy.com

Anything else?

Please do get in touch! The Development and Alumni Relations Office will be happy to hear from you on; alumniinfo@aston.ac.uk or for Aston Business School Alumni Relations email at: abs_alumni@aston.ac.uk



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