

Club Communications

All officially chartered NAA alumni clubs are considered extensions of Northwestern University. As such, any data collected by these clubs is the property of the University. Clubs are not permitted to maintain separate databases or lists of alumni and their contact information. It is the responsibility of each club to adhere to the privacy and communications standards required by Northwestern and expected by our alumni community.

To ensure alignment with alumni communication preferences and maintain accurate records, clubs should send any updates to member contact information (e.g., email addresses, communication preferences) to ONVolunteers@northwestern.edu. These updates will be reflected in the University's database of record.

Email

All chartered alumni clubs are provided access to a Google Workplace account managed by Northwestern University Information Technology (NUIT). These accounts include limited storage and access to core Google applications such as Gmail, Drive, and Meet.

All outgoing email communications sent through the email and event registration support team will use the club's @alum.northwestern.edu address as both the sender and reply-to destination. Clubs should ensure that multiple officers and board members have access to the Gmail account and that the inbox is monitored regularly to maintain timely responses.

Social

Alumni clubs are encouraged to use social media to engage with their members and promote club activities. It is recommended that clubs maintain one to two active social media platforms to ensure consistent and manageable communication. Maintaining more than two platforms can be challenging and may lead to outdated or inactive accounts. Social media is especially effective for:

- Last-minute event promotion
- Sharing photos and highlights from recent events
- Building community visibility and engagement

University Resources

Northwestern Alumni Association (NAA)

The [NAA website](#) serves as a central hub for alumni to access a wide range of information, including:

- News from the Evanston, Chicago, and Qatar campuses
- Career resources and educational programming
- Alumni travel opportunities
- [Club events](#) and information
 - Club details are hosted on the [NAA Communities](#) webpage
 - Club pages are redirected to the [Our Northwestern](#) alumni portal
 - To request edits to club pages, please contact your staff liaison

NAA Social Media Handles

- [Facebook](#)
- [X \(formerly Twitter\)](#)
- [Instagram](#)

Northwestern University

The main [University website](#) offers:

- [Leadership messages](#)
- University-wide news

NU Social Media Handles

- [Facebook](#)
- [X \(formerly Twitter\)](#)
- [Instagram](#)

Northwestern Athletics

Alumni can stay connected to Wildcat sports through the [Athletics website](#), which includes:

- Team information and updates
- Seasonal game schedules

Athletics Social Media Handles

- [Facebook](#)
- [X \(formerly Twitter\)](#)
- [Instagram](#)