Guidelines for CERN Alumni Group Managers

CERN Alumni groups are online facilities which unite members of the High-Energy Network around the same interest. They support members in keeping in contact with each other and exchanging ideas, information and experiences.

These guidelines are intended for members of the network who would like to start a new group. They provide them with preliminary information on group management and underline the terms and conditions of using the CERN Alumni web site which are more specifically applicable to groups. The terms and conditions[1] for entering the CERN Alumni programme and for accessing the supporting web platform apply to group activities their management.

Groups may be of different types such as, but not limited to:

- Scientific collaboration, e.g. CMS group
- Regional group, e.g. San Francisco Bay area group
- CERN partnership, CERN OpenLab group
- CERN Schools, e.g. CERN School of Computing group
- Student programme, e.g. Wolfgang Gentner Scholarships group
- CERN Activity , e.g. CERN Knowledge transfer group

The groups that are managed by CERN members of personnel, and whose activities are under the direct responsibility of CERN (e.g. CERN openlab), are referred to as CERN managed groups. The other groups are referred to as alumni managed groups (e.g. regional groups).

Each group, whether CERN managed or alumni managed, is administered by at least two and up to three group managers. Any user of the web platform may be a member of one or several groups.

Some of these groups are public, which means that any registered user of the CERN Alumni web platform may request to join a public group. There is no moderation of such requests.

The other groups are private, this means that users must first request to join the group. The group manager then moderates the request to join and may accept or reject it. However, please be aware that no discrimination of requests on the grounds of profession, nationality, culture, age, generation, gender or individual preferences can be applied[2].

Inside a given group, events, forums, posts may be made that are specific for this group. Information campaigns may also be targeted at a specific group.

 The CERN Office of Alumni Relations (OAR), in close liaison with each group manager, monitors the creation of new groups and follows up on the activity of each group, in order to provide support and facilitate its connection with CERN, but also to ensure that the group operates in line with CERN values.

Groups are created within the overall CERN Alumni community and as part of the CERN Alumni programme and, therefore, must support the overall objectives of the CERN Alumni programme. In particular, they:

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[1] Terms & Conditions: http://cern.ch/go/mw7N.
[2] Dimensions of the CERN Diversity Policy: http://diversity.web.cern.ch/scope/dimensions-diversity-policy

- Help support the strategic aims of the Organization, including highlighting the Organization's commitment to fundamental research and education, promoting outreach
- Foster a lifelong connection with CERN for alumni,
- Facilitate communication between the alumni community and CERN via the group manager and the Office of Alumni Relations.

They do not provide a political platform or participate in collective bargaining and the activity of the group must fully respect the CERN Social Media guidelines.

In case a group's activities do not support the objectives of the CERN Alumni programme, or do not respect CERN Values, the OAR will terminate the group.

Starting a new group

Managing a group from the CERN Alumni web platform requires time, effort and experience of community management. Therefore, it is in the interest of all, and primarily of the group itself, that the objectives for starting a new group are carefully defined and discussed with the OAR.

Once these objectives are clarified, the group manager should send a request to the OAR to create a new group. He/she will then be contacted by the OAR to discuss the creation of the proposed group further, if it complies.

Managing a group

After successful moderation by the OAR, the group is created. The OAR, wherever feasible, may provide training, also remotely, on Hivebrite and more generally on community management.

The group manager shall:
- Properly coordinate their members' registration process and keep their personal data confidential.
- Moderate requests to join the group (for private groups only)
- Monitor all contributions and comments so they comply with the CERN Social Media guidelines[3].
- Actively interact with the audience. Groups that remain inactive for over one year will be de-activated by the OAR, after discussion, wherever possible, with the group manager.

Terminating a group

A group may be terminated at the request of the group manager or at the initiative of the OAR.

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[3] https://security.web.cern.ch/security/rules/en/social-media.shtml