

# Guidelines for CERN Alumni Group Managers

1. CERN Alumni groups are online facilities which unite members of the alumni network around the same interest. They support CERN Alumni members in keeping in contact with each other and exchanging ideas, information and experiences.
2. 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<sup>1</sup> for entering the CERN Alumni programme and for accessing the supporting web platform apply to group activities and their management.
3. CERN Alumni groups may be of different types such as, but not limited to:
  - Scientific collaborations, e.g. CMS CERN Alumni group
  - Regional groups, e.g. San Francisco Bay area CERN Alumni group
  - CERN partnerships, e.g. CERN OpenLab CERN Alumni group
  - CERN schools, e.g. CERN School of Computing CERN Alumni group
  - Student programmes, e.g. Wolfgang Gentner Scholarships CERN Alumni group
  - CERN activities, e.g. CERN Knowledge transfer CERN Alumni group
4. The CERN Alumni 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 groups that are managed by CERN alumni members (e.g. regional groups), are referred to as “alumni managed groups”.
5. CERN Alumni groups have their own online space on the overall CERN Alumni platform (alumni.cern). This space enables Group Managers, among other tasks, to create events and manage event registrations, publish news, send out email campaigns, contribute to and monitor Live Feed and Forum posts, Group Managers must also adhere to the [Design Guidelines](#), which prohibit the use of the CERN logo except as part of the official CERN Alumni logo.
6. Group Managers are strictly required to refrain from creating any additional spaces on external social media platforms (included but not limited to LinkedIn and Facebook). Further details for this policy are provided in Annex 2.
7. Every group, whether CERN-managed or alumni-managed, must be **administered by at least two but no more than three Group Managers**. Any CERN Alumni member may be a member of one or more alumni groups.
8. Some CERN Alumni groups are **public**, which means that any registered CERN Alumni member may request to join that group. There is no moderation by CERN or the Group Managers or members of such requests.
9. Other CERN Alumni groups are **private**, which means that alumni members wishing to join such groups must first make a request to join. The relevant Group Manager then moderates the request and may decide to accept or reject it against the **objective criteria governing membership** of the group, although decisions that contravene CERN’s Diversity Policy (i.e.

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<sup>1</sup> Terms & Conditions:

[https://alumni.web.cern.ch/sites/default/files/documents/CERN%20Alumni%20programme%20-%20Terms%20and%20conditions\\_0.pdf](https://alumni.web.cern.ch/sites/default/files/documents/CERN%20Alumni%20programme%20-%20Terms%20and%20conditions_0.pdf)

discrimination on the grounds of profession, nationality, culture, age, generation, gender or individual preferences) are strictly prohibited<sup>2</sup>.

10. Inside a given alumni group, forums and posts may be made that are specific for this group. Information campaigns may also be targeted at a specific alumni group.
11. The CERN Office of Alumni Relations (OAR), in close liaison with each CERN Alumni Group Manager, monitors the creation of new alumni groups, formally approves its creation and follows up on the activity of each group. This ensures the provision of support and facilitates the group's connection with CERN, also ensuring that the group is operating in line with CERN's values.
12. CERN Alumni groups are created within the overall CERN Alumni community and as part of the CERN Alumni programme. Such **groups must therefore support the overall objectives of the CERN Alumni programme**. In particular, they must:
  - Help support the strategic aims of CERN as an Organization, including highlighting the Organization's commitment to fundamental research and education;
  - Strive to foster a lifelong connection between CERN and its alumni; and
  - Facilitate communications between the alumni group and CERN via the Group Manager and the Office of Alumni Relations.
13. CERN Alumni groups are not to be used as a political platform or for lobbying purposes, and the activities of all CERN Alumni groups must fully respect the [CERN Social Media guidelines](#).
14. In the event that a CERN Alumni group's activities do not support the objectives of the CERN Alumni programme, or do not respect CERN's values as an organisation, then the OAR reserves the absolute right to terminate the group and remove it from the CERN Alumni web site.

## Starting a new group

15. Managing a CERN Alumni group 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 prior to the group being launched.
16. Once these objectives are clarified, the Group Manager should then send a request to the OAR to create the group. If the request is accepted, the Group Manager will then be contacted by the OAR to discuss the creation of the proposed group further.

## Managing a group

17. The OAR, wherever feasible, may provide training to the Group Manager(s), also remotely, on the Hivebrite software on which the CERN Alumni website operates, as well as more generally on issues of community management and best practice.
18. To facilitate communication between the OAR, Group Managers, and Group Members, dedicated e-groups are defined. Group Managers are expected to respond to members' requests in a timely manner. Additionally, the OAR retains the right to communicate directly with group members or other relevant stakeholders when necessary. This ensures effective coordination, consistent

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<sup>2</sup> Dimensions of the CERN Diversity Policy: <https://cds.cern.ch/record/2001016/files/DiversityPolicy.pdf>

messaging, and alignment with the broader objectives of the CERN Alumni Network. Group Managers are encouraged to collaborate with the OAR to ensure seamless and complementary communication with members.

19. Each CERN Alumni Group Manager shall:

- Keep all group members' personal data confidential;
- Ensure event participants are signed up as members of the group;
- In the case of private alumni groups, moderate requests to join the group;
- Monitor all group contributions and comments to ensure that they are in compliance with the CERN Social Media guidelines<sup>3</sup>.
- Proactively engage with the group community. Groups that remain inactive for over one year risk being de-activated by the OAR, after discussion, wherever possible, with the relevant Group Manager(s).
- Promote the alumni.cern platform, and assist members who may face difficulties connecting, in which case, please encourage them to get in touch with OAR directly via [alumni.relations@cern.ch](mailto:alumni.relations@cern.ch)
- Refer to the CERN Alumni Eligibility criteria<sup>4</sup> for individuals who are not members of the network and communicate non-members' contact details to the OAR for verification.

## Events taking place under a CERN Alumni Group umbrella

20. On condition that they support the overall objectives of the CERN Alumni programme, are non-profit generating, serve to enhance the CERN Alumni network as a whole, CERN Alumni groups are encouraged to organise **relevant alumni events** under the umbrella of their particular CERN Alumni group (See 12.). All such events are subject to review and approval by the OAR.
21. A CERN Alumni group event is “relevant” if it is one that has a clear connection to the organising CERN Alumni group and has a clear scientific, technological, community-building or general CERN-related purpose. In addition, the event must not be organised for financial gain or political ends.
22. If Group Managers wish to invite guest speakers to their events, we kindly request that the proposal be submitted to the Office for Alumni Relations (OAR) for review and approval beforehand. This ensures alignment with the network's objectives, helps us provide any necessary support, and avoids potential scheduling conflicts. The OAR is fully available to discuss event ideas and planning. A standard **CERN Alumni group event checklist** is available in (Annex 1) for use by Group Managers to help them plan and deliver their event.
23. Experience has shown that regularly organising events is essential for sustaining momentum, interest, and active participation within the network. To ensure ongoing engagement and strengthen connections within the community, Group Managers are encouraged to organise at least one event per season—amounting to a minimum of four events per year.
24. Wherever possible, participation in a CERN Alumni group event should be free of charge and, in any event, where a participation fee is levied, the cost of participation must not exceed the “at cost” price of the event relative to the number of participants attending.
25. CERN Alumni groups may seek third-party sponsorship for their events where they have the prior written consent of the OAR to do so. To that end, CERN Alumni groups that would like to

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<sup>3</sup> <https://security.web.cern.ch/security/rules/en/social-media.shtml>

<sup>4</sup> <https://alumni.web.cern.ch/cern-alumni-eligibility-EN>

benefit from the support of sponsors should first consult with the OAR and supply the OAR with all relevant details of the intended sponsorship arrangement for approval.

26. All sponsorship propositions must align with the [CERN Ethical Fundraising Policy](#) and the sponsorship restrictions set out in the CERN Social Media Guidelines. In particular, there can be no sponsorship of CERN Alumni group events from entities currently bidding for CERN contracts, or whose principal activities are related to, or who receive significant income from the weapons, armaments or other military industry, or the production, marketing or distribution of tobacco products. In addition, where the alumni group event is targeted at under-18s, no sponsorship will be permitted from entities whose principal activities are related to, or who receive significant income from the production, distribution or sale of alcohol. In no circumstances may a CERN Alumni group propose to any sponsor the use of the Organization's name, logo or acronym in return for their support. The OAR will provide a timely response to all requests for sponsorships for CERN Alumni group events.
27. CERN Alumni Group Managers organising a CERN Alumni group event must use the event management functionality provided on the CERN Alumni web platform.
28. The CERN Alumni Group Managers organising CERN Alumni group events are responsible for defining the event programme and for making suitable arrangements with the speakers in terms of securing all necessary permissions and authorisations should the event be webcast, recorded or subsequently made available.
29. CERN Alumni Group Managers are encouraged to provide feedback on their event to the OAR (e.g. the size and make-up of the audience, the functionality of the venue, lessons learned), with a view to helping the OAR improve the CERN Alumni network and events as a whole.
30. For each event, Group Managers are required to record participation details in the corresponding event in the alumni.cern back office.
31. The OAR will advertise relevant CERN Alumni group events, including through the CERN Alumni web platform and other channels, where appropriate.

## Terminating a group

32. Any CERN Alumni group may be terminated by CERN, either at the request of the Group Manager(s), or at the unilateral initiative of the OAR.

Last updated on 6 March 2025

## Annex 1: GROUP MANAGERS' EVENT CHECKLIST

### Before the Event

- **Develop an event concept:** Brainstorm and finalise a clear event idea.
- **Notify and obtain the approval from the Office for Alumni Relations (OAR):** Inform OAR of the event details to ensure alignment and obtain formal approval.
- **Set up the event on alumni.cern:** Create the event listing on alumni.cern **at least 3-4 weeks** before the event date.
- **Launch a communication campaign:** Send an announcement to group members to promote the event.
- **Schedule reminder communications:**
  - For registered participants schedule a reminder, preferably two to three days before the event.
  - For non-registered members schedule a communication campaign reminder one week prior to the event.

### During the Event

- **Engage with attendees:** Actively connect with attendees to create a welcoming atmosphere.
- **Gauge expectations:** Ask attendees about their expectations and interests related to the CERN Alumni Network. Communicate to the OAR.
- **Onboard non-members:** Refer to the CERN Alumni Eligibility criteria<sup>5</sup> for individuals who are not members of the network and communicate non-members' contact details to the OAR for verification.
- **Take photos**

### After the Event

- **Record attendance:** In the corresponding event in the alumni.cern back office, mark participants as "Attended" or "Did Not Attend" based on their actual presence.
- **Register unregistered attendees:** Log in any attendees who attended but had not previously registered.
- **Share event highlights:** Post event photos and updates on the group's Live Feed and/or the Media Centre to encourage ongoing engagement.

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<sup>5</sup> <https://alumni.web.cern.ch/cern-alumni-eligibility-EN>

## Annex 2: WHY RESTRICT ACTIVITY TO ALUMNI.CERN?

The CERN Alumni Network was established with four main goals:

- To enable alumni to stay connected with CERN and its people even after they leave.
- To create a network of Ambassadors who support CERN and its mission.
- To assist those in the early stages of their careers when they decide to transition from CERN.
- To showcase the positive impact of CERN Alumni as they advance in their careers.

To achieve these objectives, alumni are provided with a dedicated online platform. This platform is designed to facilitate meaningful connections and interactions through features like the community map, groups, and mentoring opportunities. It also allows members to share their career journeys (via individual profiles) and serves as a central hub for events, communication, curated job opportunities, and more. These elements not only benefit the community but also allow the Office for Alumni Relations to identify potential speakers and panellists, as well as tailor content to suit our members' needs. Additionally, using alumni.cern helps the OAR to highlight the important impact our alumni have on society after they leave the Organisation. Alumni can also be confident that their data are secure—none of the information shared on alumni.cern will be sold or shared with third parties, which is not a guarantee with some social media platforms.

As a reminder, and as stipulated in point 6 Group Managers are strictly required to refrain from creating any additional spaces on external social media platforms (including but not limited to LinkedIn or Facebook). These interfaces do not comply with CERN's data protection policy, furthermore, not all CERN Alumni use social media platforms and it's important that no one is excluded from any of our groups.

The Group Manager's role is crucial in promoting the alumni.cern platform, and assisting members who may find the connection process confusing. If they continue to face difficulties, please encourage them to get in touch with OAR directly via [alumni.relations@cern.ch](mailto:alumni.relations@cern.ch)