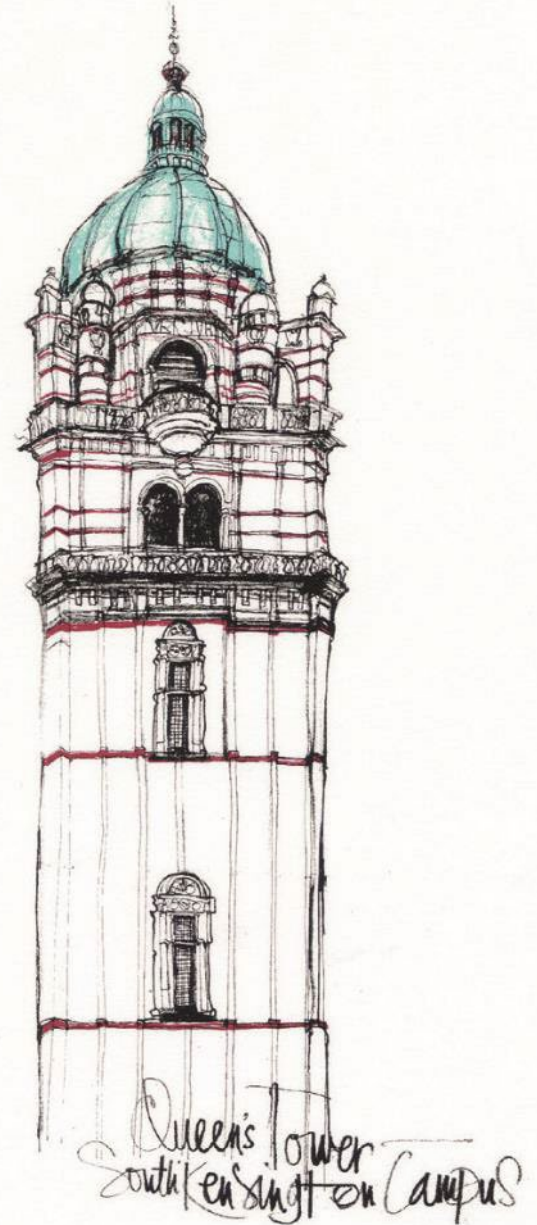


# Managing online communities: let data be your guide

Tina Schmechel  
Alumni Communications & Digital Marketing Officer  
Imperial College London



Search for people  
Type a name or keyword

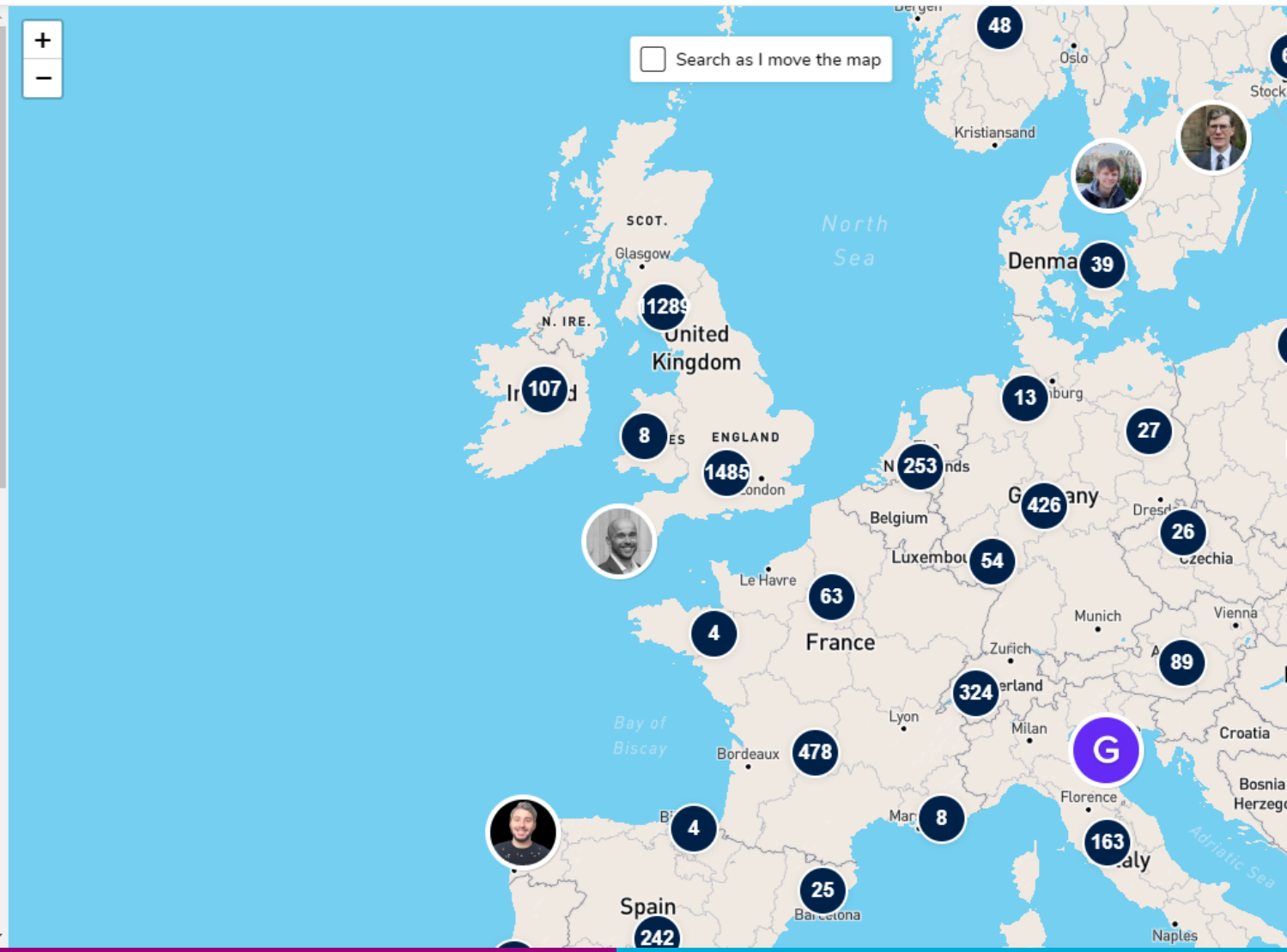
Search by location  
Type and select a location

More filters Clear all filters

Users (22647)

Show map: Recently active

- Ms. Tina Schmechel**  
Last active today · London, United...  
Alumni Communications & Digital Marketing Officer
- Ms. Julie L**  
Last active today · London, United...
- Mr. Hanchen W**  
Last active today · Hangzhou, China  
Founder and CEO @Revenir | YC W2020
- Mr. Shawn D**  
Last active today · London
- Ms. Helen S**  
Last active today · London, United...
- Mr. Noel C**  
Last active today · United Kingdom
- Mr. Jung Hyun K**  
Last active today · South Korea  
Electric & Electronic Engineering Masters graduate at Imperial College London
- Dr. John P**  
Last active today · United Kingdom
- Mr. Hyder Y**  
Last active today · Canada
- Mr. Ke L**  
Last active today · China



## Key issues before the relaunch

Engaging our  
target audience

Page visits  
Post activity and engagement  
Abandoned forums

Awareness among alumni  
and colleagues

Limited awareness  
Missed opportunities  
Cross-team collaboration

Brand positioning

Lack of USP  
Established networks and groups  
“A lot of things to a lot of people”

## The devil is in the data...

- Most popular pages all focused on content, not interaction
  - Could this be our USP?
- More than 100 groups -> hard to navigate
- Only 30% of users engaged with welcome email
- High drop-off rate from mobile devices
- Poor page speed and usability -> high bounce rate



Plexus is our free online community for Imperial College London alumni where you can connect, collaborate and discover more about your online benefits.

Don't have an account yet?

[Request your activation link today.](#)

LOGIN

## Imperial Plexus

Connecting our alumni

### Contact

Alumni Relations Office  
Imperial College London  
South Kensington  
London SW7 2AZ  
UK

### Links

Use of cookies  
Imperial data protection  
policy  
Advancement privacy  
notice

### Have an account? Login

*\* Required fields are marked with an asterisk*

Email \*

Password \*

[Reset password](#)

Login

By logging into your account, you agree to the [Terms of Use](#) and [Privacy Policy](#).

## Making changes: first steps

### User experience

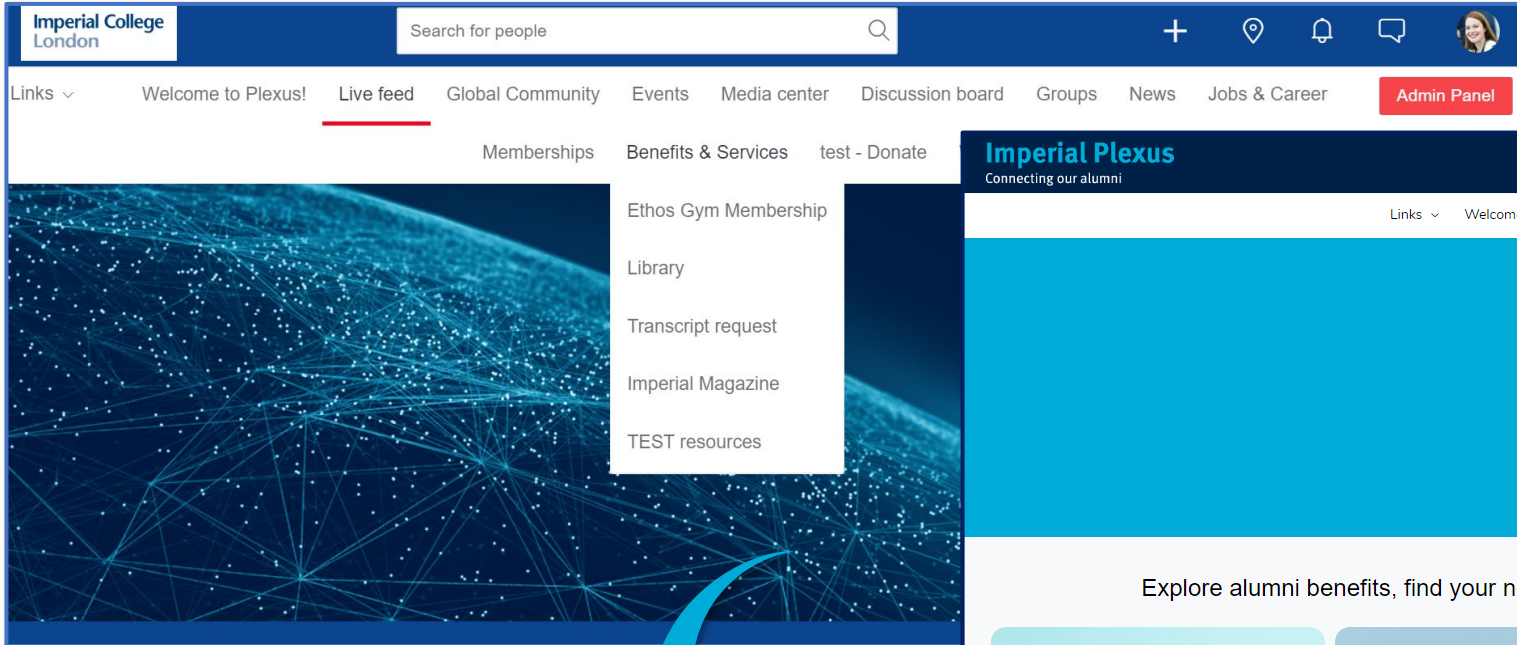
- Optimised pages, fixed broken links
- Expedited app development
- Deleted most forums
- Deactivated functionalities

### Engagement plan

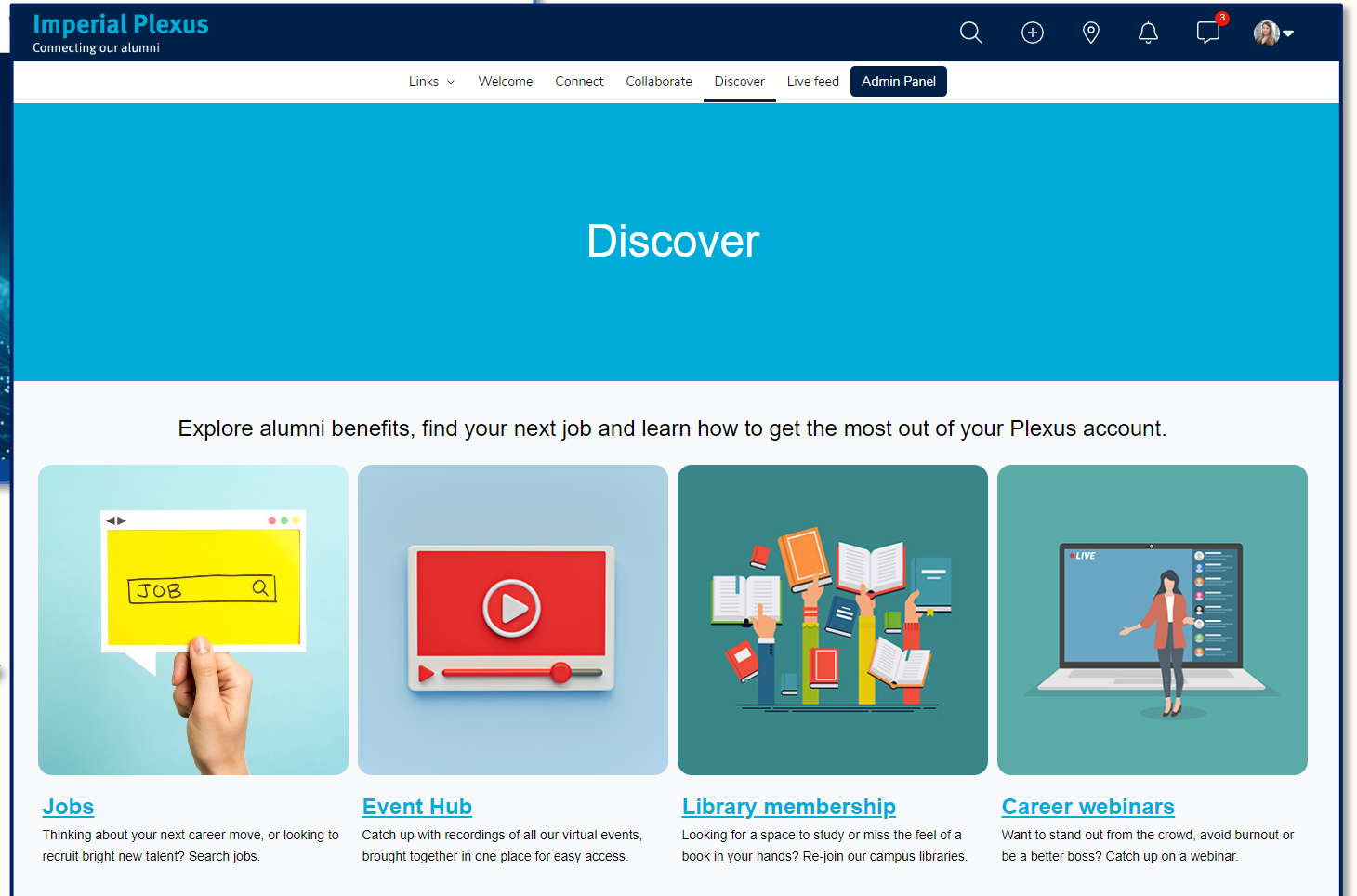
- New welcome email
- Recruited Plexus ambassadors (content, feedback)
- Collaboration with regional alumni groups
- Plexus exclusive programmes (mentoring, Q&As)
- Demo sessions with colleagues



# Imperial College London



From this...



To this...

Social media post promoting the Plexus app

**Imperial College London Alumni**  
16 August 2022 · 🌐

Download the new Plexus app today 📱 Connect with fellow alumni on the go, catch up on the latest event recordings, explore online resources or find a new job - all while never missing a notification 📢

Get it on Google Play ➡ <http://ow.ly/Jtz450JPJka>  
Download on the App Store ➡ <http://ow.ly/7Cis50JPJiR>

**Get the new Plexus app!**

Download on the App Store | ANDROID APP ON Google play

The image shows a hand holding a smartphone displaying the Plexus app interface. The screen shows a 'Welcome to Imperial Plexus' message and a navigation bar at the bottom. To the right of the phone, the text 'Get the new Plexus app!' is prominently displayed in a large, bold font, with 'Plexus app!' underlined. Below this text are the 'Download on the App Store' and 'ANDROID APP ON Google play' logos.

**Imperial Plexus**  
Social Networking

OPEN

4 RATINGS | AGE | CATEGORY | DEV

4.5 | 4+ | Social Networking | Imperial

**What's New** | Version History

Version 2.0.0 | 1y ago

New design for the navigation system, including a bottom navigation bar.  
The map view of users (previously called 'Around more

**Preview**

Locate Members Nearby | Engage your

Jarvis Rives | January 14th, 2021

How to stay productive on Here are 5 easy tips!

Hey all,  
I wanted to share these tips with you be stay productive and connected during r connected out there where possible!

The screenshot shows the app's page in the App Store. At the top, there's a search bar and the app's name 'Imperial Plexus' with the category 'Social Networking'. A blue 'OPEN' button is visible. Below this, there are statistics: 4 ratings with a 4.5 average, an age rating of 4+, and the category 'Social Networking'. The 'What's New' section highlights a new design for the navigation system and a map view of users. The 'Preview' section shows two screenshots: one of a map with user avatars and another of a post by Jarvis Rives about staying productive.

Plexus app in the App Store



**Imperial Plexus**  
Connecting our alumni

Search for active people

Links - Welcome Connect Collaborate Discover Live feed **Admin Panel**

## Event recordings for Imperial alumni.

Welcome to our new online event hub on Imperial Plexus that brings everything together in one place for easy access. Whether you fancy discovering alumni stories in our Spotlight series, brushing up on industry knowledge in our alumni panel events, or picking up new skills in an alumni masterclass, there's something for everyone on this page.

Scroll down to watch recordings of past events and explore recommended resources and Q&As. For additional professional development resources, you can head over to our [careers webinar page](#) or explore our bank of online journals, databases and e-books. To register for upcoming alumni events such as panel discussions and masterclasses, [visit our website](#).

### Alumni Spotlight series

Our Alumni Spotlight event series shines a light on talented and passionate alumni from our global community. Each event features an Imperial alumnus who shares their career journey, expertise in their sector and thoughts on leadership and making an impact. They also share their passions and motivations as well as answer questions from the audience.

**Alumni Spotlight: David Keene**

Alumnus and Imperial court member David Keene (MBA 2012) explores how we can successfully lead ourselves through change - adapting to disruptions, coping with stress, surviving, and perhaps even thriving, in our first Alumni Spotlight event in July 2020.

[Watch the recording](#)

**Alumni Spotlight: Ayesha Ofori**

Why do women tend to invest less than men - and what can be done about it? Inaugural Emerging Alumni Leader award winner Ayesha Ofori (MSci Physics 2007) shares her thoughts on female financial empowerment and why it's a conversation for men, women and employers alike.

[Watch the recording](#)

**Alumni Spotlight: Dr Veronica Bray Durley**

What is it really like to work for NASA? Alumni Award winner Dr Veronica Bray Durley (PhD in Earth Science & Engineering in 2009) joins us to talk about the evolution of planetary surfaces and the planetary missions she has worked on.

[Watch the recording and read Veronica's answers to questions from the alumni community](#)

Plexus Event Hub landing page

**Imperial Plexus**  
Connecting our alumni

Search for active people

Links - Welcome Connect Collaborate Discover Live feed **Admin Panel**

### Alumni Masterclass: How to take the next step in your career

Are you preparing to switch sectors or start your own company? Would you like to get that promotion but don't know how? Executive Coach Dan O'Driscoll shares practical exercises to support you in your career development and signpost where you can get help - and look after yourself in the process - in this alumni masterclass.

Watch the event recording below to find out how to take your next step.  
Don't forget to scroll down to access additional exercises and resources recommended by Dan.

**Alumni Masterclass: How to take the next step in your career**  
Imperial College London  
**Alumni Masterclass: How to take the next step in your career.**  
Watch on YouTube

#### Exercises

**Start, stop, continue exercise**

Reflect on your recent experiences and decide on what things you should change as you move forward. This exercise is not only for teams but also helps individuals develop an action plan that works for them.

[Click here](#)

**National Careers Service**

In this assessment, answer questions about the things you like to do or are good at. Understanding yourself can help you work out what careers you may enjoy working in.

[Click here](#)

**STAR Interview technique**

Learn how to use the STAR technique, a proven method of answering tricky situational questions in a systematic way while providing all the essential details.

[Click here](#)

#### Resources

**Five ways to wellbeing**

The five ways to wellbeing are simple, daily actions that can help maintain your wellbeing and enable you to cope more easily with life's challenges.

[Click here](#)

**BBC Radio 1 Relax**

BBC Radio 1 has launched a new 24/7 wellbeing stream, Radio 1 Relax, featuring playlisted beats and inspirational speech to unwind your mind.

[Click here](#)

**Just one more thing**

If time is tight, what's the one thing that you should be doing to improve your health and wellbeing? Michael Massey reveals simple tips that could change your life.

[Click here](#)

**Don't tell me the score**

What can sport teach us about life and how best to live it? Each week Simon Mundle sits down with an expert and uses sport to answer life's big questions.

[Click here](#)

Exercises and additional event resources

## Plexus Mentoring programme

### Mentoring

Imperial Plexus Alumni Mentoring is a peer-to-peer online mentoring programme where alumni can connect for a one-off conversation or for fixed-term mentoring. The programme aims to facilitate professional mentoring partnerships.

Please note that you will need to log into your Plexus account to take part in this programme. If you are not already a member, please [email us to request your activation link](#)



[Make a connection](#)



[Questions? Read our FAQs](#)

The screenshot shows the Imperial Plexus website interface. At the top, there's a navigation bar with 'Admin Panel' highlighted. Below it, a 'Mentoring' banner explains the program's purpose and includes buttons for 'Check my Mentoring space' and 'Mentor status: On pause'. A search bar is present with filters for 'Search by keyword' and 'Location'. The main content area displays 'Results (19)' in a grid format, each card representing a mentor's profile. Each profile includes a profile picture, name, availability status, location, industry, job title, mentoring themes, and an 'About me' bio. A 'Connect' button is located at the bottom of each profile card.

Name	Location	Industry	Job Title	Mentoring Themes
Salve D	London, United Kingdom	Professional Services - Strategy Consulting	Senior Strategy Consultant - Consulting Manager	Career progression/planning, Career transition, General professional development, Industry insights, Influencing and negotiating, Leadership/management, Soft skills development
Zletina M	London, United Kingdom	Tech, Finance	Software Engineer	Mentoring themes: General professional development, Soft skills development
Luiz Enrique G	London, United Kingdom	Bioengineering	Research Scientist	Career progression/planning
Kabeer V	United Kingdom	Software Engineering	Data Engineering Consultant	Career progression/planning, General professional development, Industry insights, Influencing and negotiating, Soft skills development
Ben W	San Francisco, United States	IDT	Electronic Engineer	Career progression/planning, General professional development, Industry insights
Abene A	United Kingdom	Capital Infrastructure Projects - Railways	Engineering Project Manager	Career progression/planning, General professional development, Industry insights, Influencing and negotiating, Leadership/management, Soft skills development
Sheldon Z	London, United Kingdom	Healthcare - NHS	Consultant Anaesthetist	Mentoring themes
Benjamin J	Brazil	IT (Tech)	Technical Lead	Mentoring themes
Kai E	Australia	Natural Resources	Chief Operating Officer	Mentoring themes

Imperial College London Alumni  
7 May 2020 · 🌐

Have your questions about COVID-19 answered! 🗣️

We are proud to announce that Helena McKeown, Chair of the Representative Body of the [British Medical Association \(BMA\)](#) and Imperial alumna (MBBS 1991), will be joining us for a Plexus Q&A from 19.00 BST on Wednesday 13 May to answer your questions about the NHS, her take on the government's response to the pandemic, PPE shortages and more.

Join the discussion and leave your question for Helena:  
<https://plexus.imperial.ac.uk/topics/18052/feed>

Please get in touch with us at [alumni@imperial.ac.uk](mailto:alumni@imperial.ac.uk) if you do not have a Plexus account and would like to request your activation link.



Imperial College London Alumni  
1 March 2021 · 🌐

Introducing the latest addition to our ever-increasing number of library resources: Times Higher Education (THE) 📖

Through Imperial Plexus you can now access the latest edition of THE every Thursday, browse full editions dating back to 2013 and search the archive for earlier articles 🔍

Head over to the Online Resources page on Plexus to find out how you can access THE (login required) 📄  
<http://ow.ly/T6gi50DKUrs>

If you haven't already activated your Plexus account, please get in touch with us at [alumni@imperial.ac.uk](mailto:alumni@imperial.ac.uk) to request your activation link.



Social media posts promoting Plexus events and benefits



## Recent graduates events update

Dear alumnus,

Welcome to your December events and volunteering update, a collection of our top picks for you in the coming months.

Did you know that all our online events are recorded and are available for you to watch for free at any time? Check out the Event Hub on [Imperial Plexus](#), or jump straight in with one of our most popular events from this year:



### [Redesigning your financial future](#)

Founder of The Humble Penny and Financial Joy Academy, Ken Okoroafor explores practical steps to help you better understand your money and how to achieve financial freedom.

Watch now



### [Conquering Imposter Syndrome](#)

Have you ever felt like a fraud in your job? Executive coach Deena Gornick shares advice on how to overcome imposter syndrome and be more confident in your abilities.

Watch now



### [Alumni Insights: Careers in artificial intelligence](#)

Alumni experts working in artificial intelligence share their experiences and advice in this Alumni Insights event, designed to help you take your next steps in the field.

Watch now

If you're not yet a member of Plexus, just [drop us a line](#) to request your unique activation link.



CID/alumni membership number:

Dear alumni,

We're writing to invite you to join us on [Imperial Plexus](#), our free online community for alumni, where you can connect, collaborate, access and discover your online benefits.

Whether you're looking to get that dream job, make an international career work for you or build professional connections, Plexus can help you take the next step.

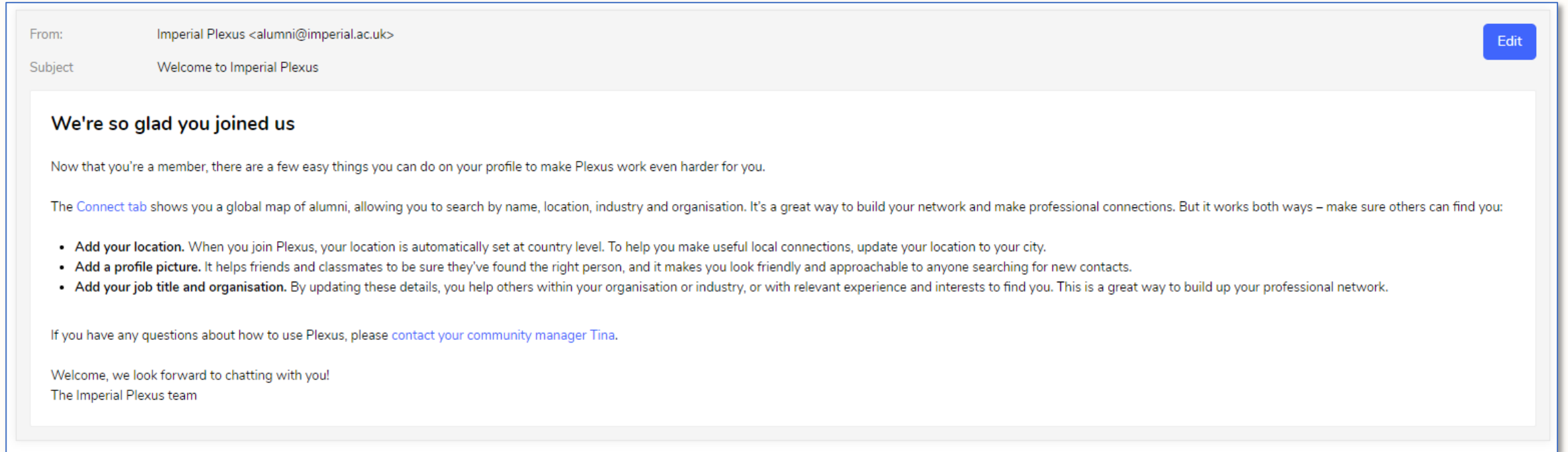
As a member you'll be able to:

- Explore our online community and contact alumni directly
- Catch up on the recordings of our events and webinars
- Access online resources, databases and e-journals
- Search job listings posted by community members
- Keep up to date with regional activity
- Apply for membership of our campus libraries

#### **How to activate your Imperial Plexus account**

In the next hour, you will receive an email from Imperial Plexus containing a unique activation link.

Simply click on the link in the email for fast-track access. If you don't receive your activation email within 48 hours, or if you'd like to ask us anything about Plexus or your alumni benefits, drop us a message at [alumni@imperial.ac.uk](mailto:alumni@imperial.ac.uk).



Account confirmation email

**Imperial Plexus**  
Connecting our alumni

Links | Welcome | **Connect** | Collaborate | Discover | Live feed | Admin Panel

Search for people:

Search by location:

More filters - 1 | Clear all filters

**Users (10106)** | Show map:  | Sort by: Recently active

<p>Alejandro (Alex) E Last active today · Palo Alto, CA...</p> <p>SGF PhD Student @ Stanford University   MEng @ Imperial College London</p>	<p>Ms. Tina Schmechel Last active today · London, United...</p> <p>Alumni Communications &amp; Digital Marketing Officer</p>
<p>Ms. Yoshiko S Last active today · Japan</p> <p>Physiotherapist, MPH</p>	<p>Ms. Helen S Last active today · London, United...</p>
<p>Ms. Biluo L Last active today · Shanghai, China</p>	<p>Ms. Allegra F Last active today · London, United...</p> <p>Head of Strategy at Tecno International Ltd</p>
<p>Mr. Rohit V Last active today · India</p> <p>MSc Management, Imperial College London   Business Development   Technology...</p>	<p>Mr. Deepak B Last active today · India</p>
<p>Mr. Chumbhot (Arm) P Last active today · Thailand</p>	<p>Mr. Wan Amir Hisyam W Last active today · Malaysia</p>

The world map displays numerous location markers, each with a number indicating the count of users. The United Kingdom has the highest count at 770, followed by France (244) and Germany (222). Other countries with significant counts include Italy (84), Spain (129), and the Netherlands (153). The map also shows smaller counts for countries like Denmark (15), Sweden (27), and many others across Europe, Asia, and Africa.

World map feature

## Results

### Engaging our target audience

20% increase in activated Plexus  
users within a year

338% increase in page visits per  
month

Halved our bounce rate

### Awareness among alumni and colleagues

Plexus regularly referenced in  
newsletters & social media

Close collaboration with comms  
teams across the College

Joint projects with events teams and  
the library

### Brand positioning

Accepted what we are not

One-stop shop for all alumni benefits

Careful evaluation of all new  
programmes and pages

Questions?