



Norse Network Toolkit

What is the Norse Network?

The NKU Norse Network is a professional networking platform, designed by PeopleGrove, where alumni can connect with other alumni and current students. This platform was designed to offer students and alumni access to a diverse community, united under the university umbrella.

When you join the Norse Network, you will be able to:

- Connect and network with fellow alumni, current students, faculty and staff.
- Support alumni-owned businesses with the Norse Business Directory.
- Join interest groups to connect with fellow alumni.
- Gain fresh perspectives, by engaging in professional discussions.
- Join the new and improved formal mentoring program and support UNV 101 students.
- Search and recruit for jobs or internships.
- Reach out to alumni living in your area.
- Enhance your communication and leadership skills and so much more!





Help us recruit via social media:

Thank you for being an ambassador to our new Norse Network! Your time and willingness to share are two of the most valuable resources we have in growing the platform out to all alumni. Use one of our scripted messages below, or create one of your own!

No matter which option you take, all social posts:

- Should **contain the link** to sign up: <https://norsenetwork.nku.edu/>
- Should **have a photo** – we are providing several for you to choose from, sized for use on specific channels
- Should have a touch of you! Maybe it's a habitual greeting; maybe it's a sentence of personal testimony; no matter what you choose, **add a stamp of personal flair before you post**

If you write your own:

- Keep your message concise, except on **LinkedIn**, where storytelling is of value
- Limit hashtags to 1-2 per Tweet, 2-3 per Instagram post and no need to use hashtags on Facebook
- Include a clear call-to-action where applicable (e.g. "Sign up now!")
- Consider using emojis to add emotion



Sample social media posts

Facebook:

Fellow NKU alumni, Norse Network is here! Looking for a place to:

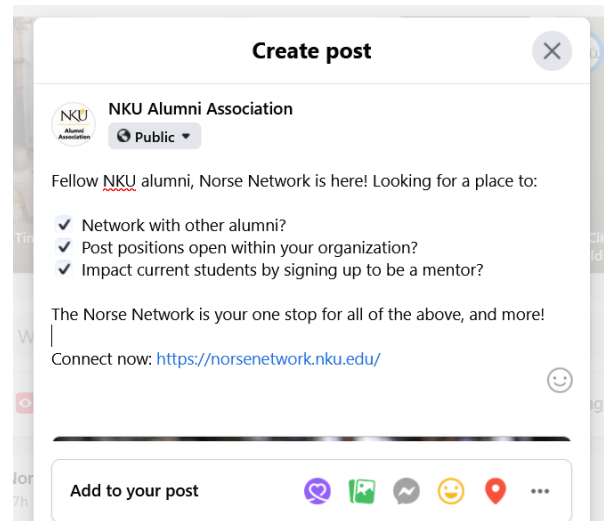
(checkmark emoji) Network with other alumni?

(checkmark emoji) Post positions open within your organization?

(checkmark emoji) Impact current students by signing up to be a mentor?

The Norse Network is your one stop for all of the above, and more!

Connect now: <https://norsenetwork.nku.edu/>



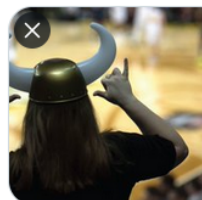
Twitter:

The Norse Network: a place where everyone knows how to Norse Up! Mentoring, networking and seeing old friends are just a few of the perks.

Join the network: <https://norsenetwork.nku.edu/>
#NorseUp #NKUAlumni



The Norse Network: a place where everyone knows how to Norse Up! Mentoring, networking and seeing old friends are just a few of the perks. Join the network: <https://norsenetwork.nku.edu/> [#NorseUp](#) [#NKUAlumni](#)

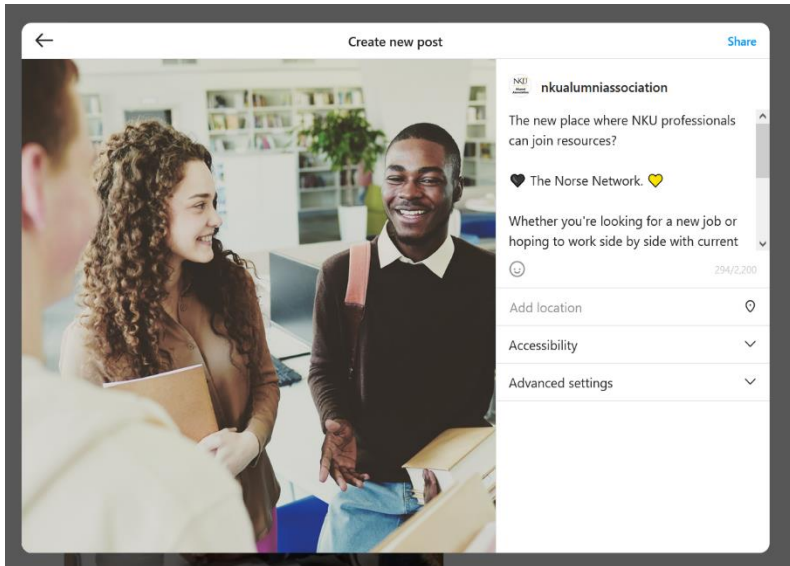


norsenetwork.nku.edu
The Norse Network
Connect with other alumni and expand your professional network.

Everyone can reply



Tweet



Instagram:

(Choose the photo of your choice)

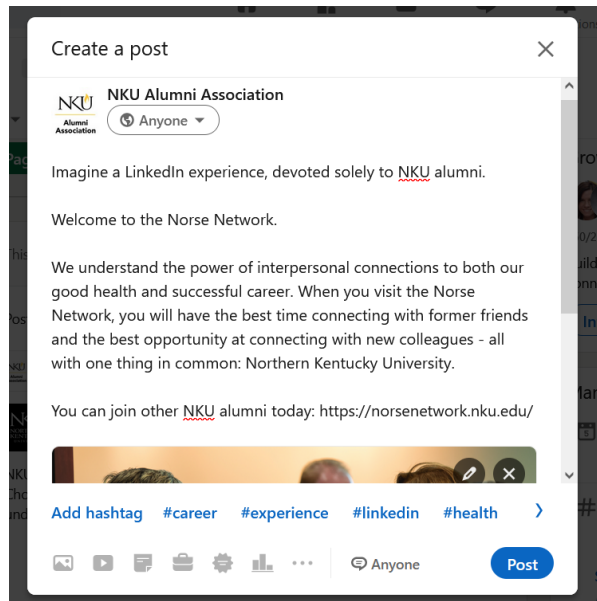
The new place where NKU professionals can join resources?

(black heart emoji) The Norse Network.
(gold heart emoji)

Whether you're looking for a new job or hoping to work side by side with current students as a mentor, the Norse Network has something for each and every alum.

Visit <https://norsenetwork.nku.edu/> to sign up.

#NorseUp #NKUAlumni
#NKUNorseNetwork



LinkedIn:

Imagine a LinkedIn experience, devoted solely to NKU alumni.

Welcome to the Norse Network.

(Insert personal testimony to the power of networking)

You can join other NKU alumni today:
<https://norsenetwork.nku.edu/>



Questions?

We know this is a lot to digest! If you have any questions or suggestions, contact Olivia Moragne-Scott at moragneo1@nku.edu

Don't forget to sign up for the Norse Network and apply to be a mentor by **Friday, August 19, 2022.**

