



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Houghton Street Online

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Alumni

Overview of session

Welcome

Purpose of session

- Houghton Street Online facts and figures
- How Houghton Street Online can help you reach your constituents
- Overview of the past two years
- The year ahead



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Houghton Street Online

Introduction

- Launched in October 2007
- Online networking site – including professional networking
- Information for alumni
- Online giving



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What Houghton Street Online can offer your group

- [Chapter pages](#)
- Email marketing tool – contact alumni in your country with the most current data available
- Online event reports



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Statistics and figures

- 18,035 registered users
- 5,614 unique visitors within the last month
- 22,476 page views within the last month
- Countries with largest percentage of registered users:
 - Sri Lanka 41%
 - Argentina 33%



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Overview of the past two years

Online developments

- Mentoring network
- Discussion groups
- Facebook application
- Launch of new homepage



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The year ahead

Future online developments

- Re-launch of the LSE website
- Redesign of Houghton Street Online
- Group membership management



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Other online media

Networking sites

- Facebook application
- LinkedIn group launched

LSE site developments

- New LSE website
- Public lecture [videos](#) and podcasts
- Twitter



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What you can do to make Houghton Street Online a success

Encourage alumni in your group to

- Register on Houghton Street Online
- Update their details
- Unhide their details
- Use the mentoring network



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What you can do to make Houghton Street Online a success

As a Group Leader

- Keep your pages up to date
- Use the email marketing tool
- Share best practice



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Thank you for listening



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