



User's Guide

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SwatLink Community Engagement Standards

1. Be Kind and Respectful

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

2. Keep it Relevant

Keep content relevant and on topic, including advice, information and resource sharing. Avoid political commentary. Content of a sexual, violent or shocking nature is strictly prohibited.

3. No Hate Speech, Trolling, or Bullying

We are all members of the Swarthmore community. Bullying of any kind is prohibited. Name calling or degrading comments about things like race, religion, culture, sexual orientation, gender, or identity will not be tolerated. Respectful communication is expected at all times.

4. Keep it Spam-Free

Self-promotion, sales, spam, personal fundraising, and irrelevant links are not permitted. It's OK to share about upcoming events, articles you found interesting, or other resources that relate to the theme of the group.

5. Respect Everyone's Privacy

Being part of this community requires mutual trust. Do not share contact information or personal comments from others without their consent.

6. Report Concerning Comments

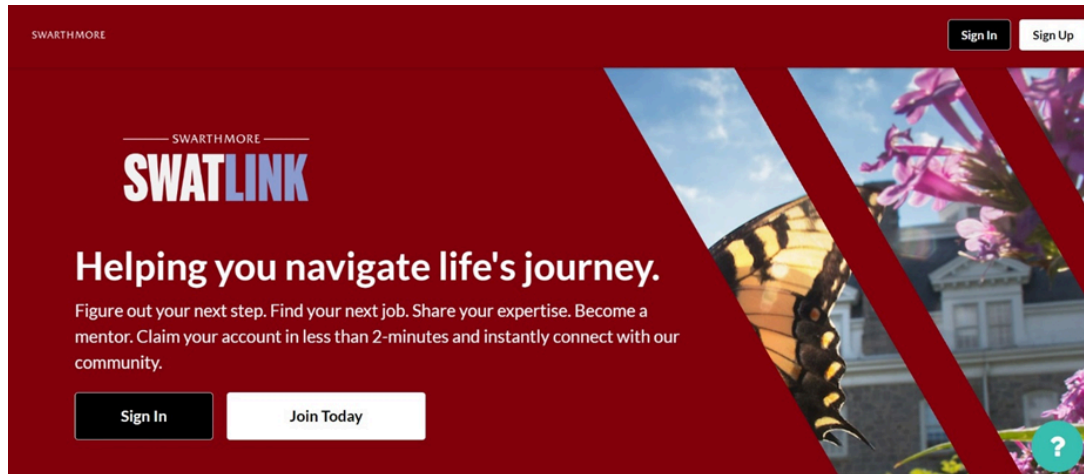
Report concerning comments or material to your group admins (see admin page of your group). If you continue to have concerns, contact SwatLink admins at swatlink@swarthmore.edu.

Please note that all interactions on the SwatLink community are expected to adhere to these community guidelines. Violations of these standards may result in restricted access and/or removal from SwatLink.

Activation and Profile Set Up

Logging on to SwatLink

1. Go to this page: <https://swatlink.swarthmore.edu/v2>
2. Click “Join Today” to activate your account and customize it.

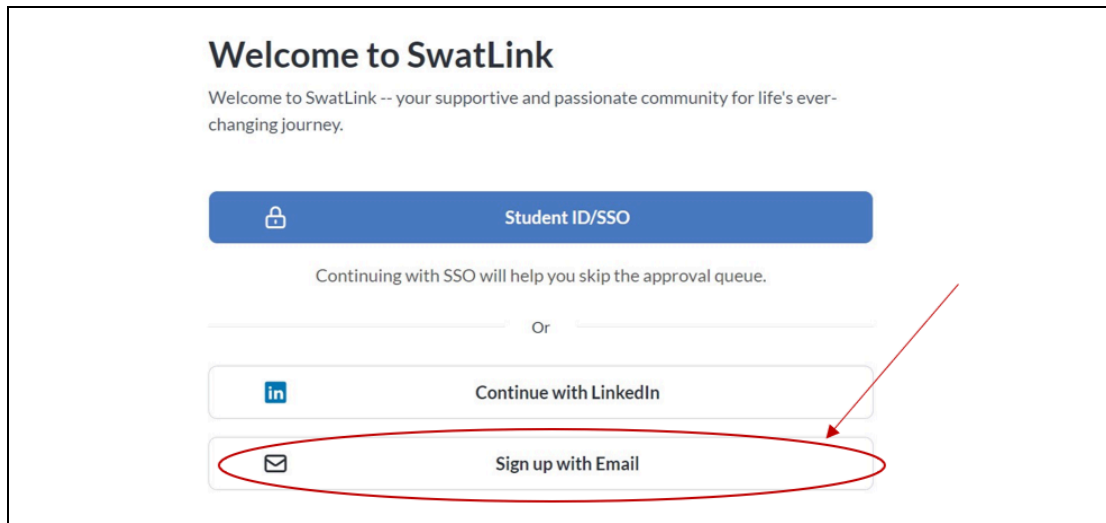


3. Next, use your email address to login and activate your account.

Alumni: Use the “Sign up with Email” button (see below). To be automatically approved as a user, log in with the same email address from which you received your calendar invitation. If you use another email, or use LinkedIn, you will need to be manually approved by a Swarthmore staff person, usually within two business days.

Parents and other Friends of the College: Use the “Sign up with Email” button (see below). If you received an invitation to join SwatLink, and you log in using that email address, you will be automatically approved as a user. If you did not receive an invitation, or are using a different email account, you will need to be manually approved by a Swarthmore staff person, usually within two business days.

Current Faculty and Staff: To initiate your profile in SwatLink, use the “Sign up with Email” button circled below. Use your [Swarthmore.edu](https://swarthmore.edu) email. You will be sent to an approval queue. After you have been approved, use the blue “Student ID/SSO” button for future logins.

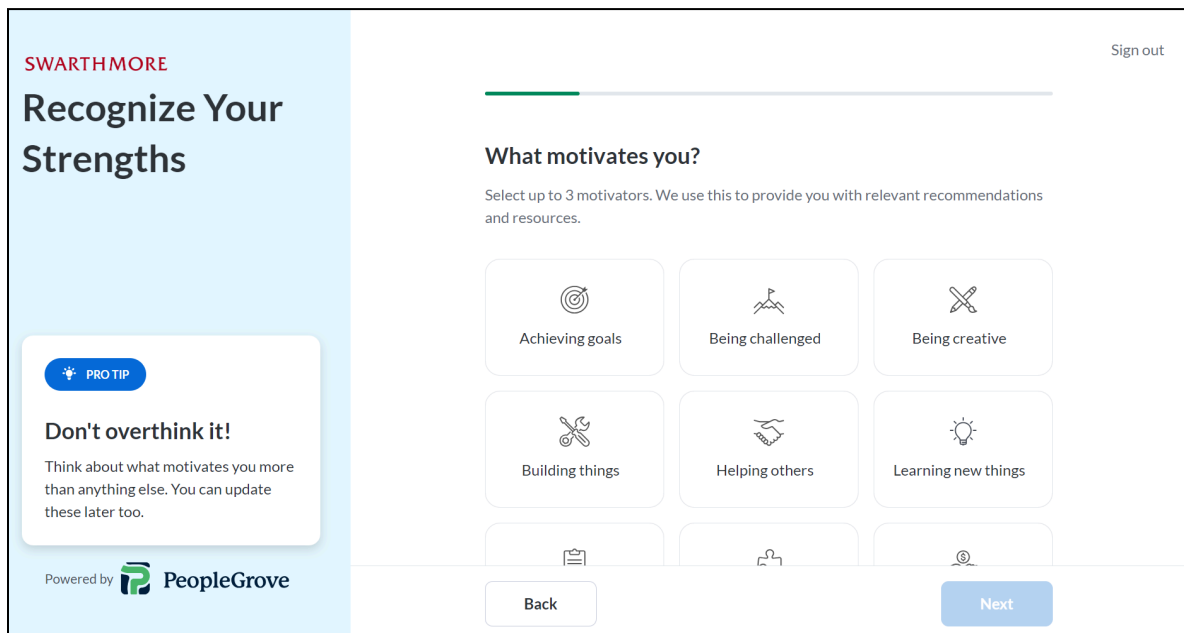


The image shows the 'Welcome to SwatLink' screen. At the top, it says 'Welcome to SwatLink -- your supportive and passionate community for life's ever-changing journey.' Below this is a blue button with a lock icon and the text 'Student ID/SSO'. Underneath, it says 'Continuing with SSO will help you skip the approval queue.' There is a horizontal line with 'Or' in the center. Below this are two buttons: 'Continue with LinkedIn' (with a LinkedIn icon) and 'Sign up with Email' (with an email icon). The 'Sign up with Email' button is circled in red, and a red arrow points to it from the right.

Setting up your profile

SwatLink will guide you through several questions designed to help you customize your profile and showcase your affinity connections and mentoring strengths.

1. SwatLink will guide you through a few prompts to fill out the “About” section of your profile. These will help others find you and will only take a few minutes.



The image shows the 'Recognize Your Strengths' screen. On the left, there is a blue sidebar with the Swarthmore logo and the text 'Recognize Your Strengths'. Below this is a 'PRO TIP' box that says 'Don't overthink it! Think about what motivates you more than anything else. You can update these later too.' At the bottom of the sidebar, it says 'Powered by PeopleGrove'. The main content area has a title 'What motivates you?' and a subtitle 'Select up to 3 motivators. We use this to provide you with relevant recommendations and resources.' Below this are six buttons with icons and text: 'Achieving goals' (target icon), 'Being challenged' (climbing icon), 'Being creative' (pencil icon), 'Building things' (wrench icon), 'Helping others' (handshake icon), and 'Learning new things' (lightbulb icon). At the bottom, there are 'Back' and 'Next' buttons. A 'Sign out' link is in the top right corner.

2. During this process you will have the option to enter your current job title and employer. You may see this information pre-populated. If it is incorrect you can change it. You can also import your LinkedIn work history at this time.

SWARTHMORE

Share your career journey

DID YOU KNOW?

A community of learners is waiting to hear your story!

People are overwhelmed with career decisions. Your story and experiences can help them.

Your latest experience

[Import LinkedIn profile](#)

or

Add your latest role. If you're retired, simply add your last role.

Role *

Latest role or title

☐ Self-employed/freelancer

Company/Organization *

Search and select a company

☐ I don't have any experience yet

3. To add a narrative about yourself, click the “Add Section” button and choose “About Me.” This is a great place to add your mission statement, describe your niche professional interests, talk about your latest project, or tell the story of your career pivot.

SWARTHMORE

Home Connect Career Paths Resources Inbox

+ Add Video Intro

Refresh LinkedIn Data

+ Add Section

About Section

Career Story

More

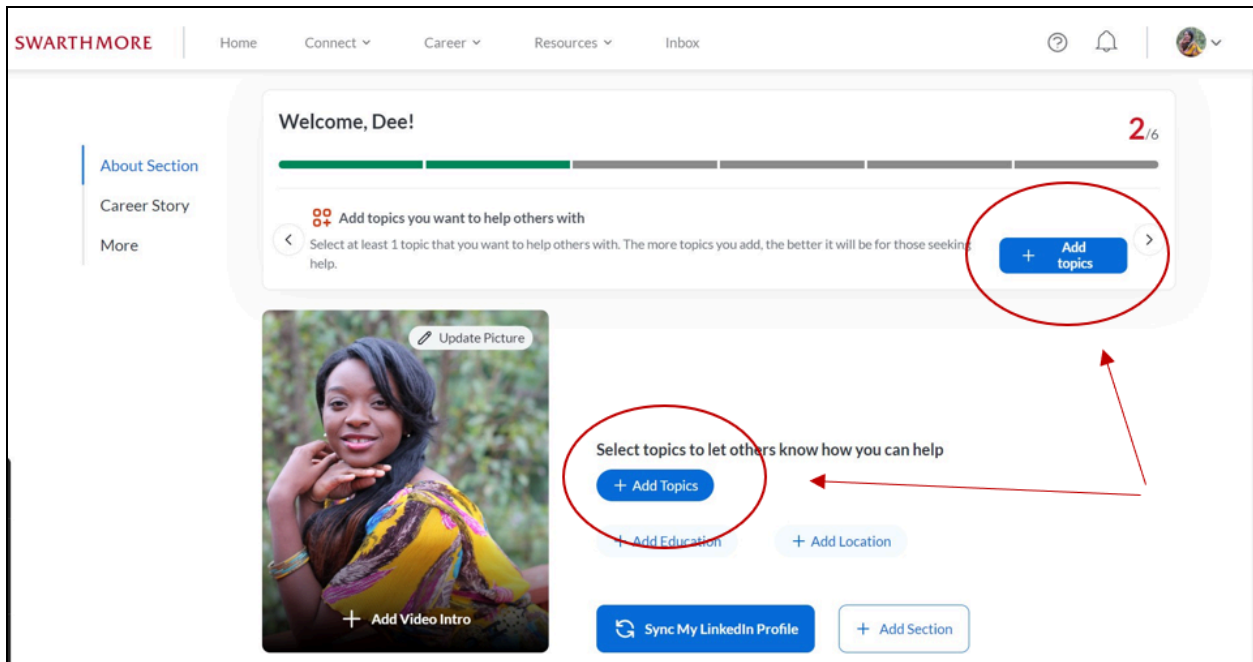
Hi, I'm Michelle Flint

I work as an Associate Director of Alumni and Family Programs at Swarthmore College.

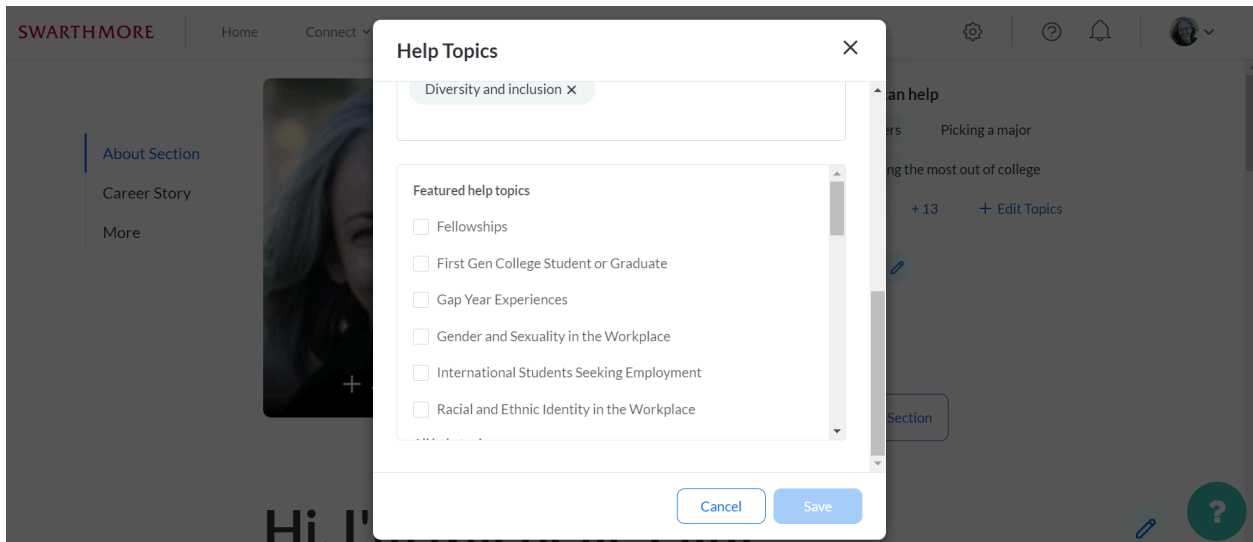
About Me

As a higher education professional, I design and deliver customized, engaging experiences that connect people to each other and empower them to change their world. I also build sustainable networks of support and accessible resources, so that all members of a community can design and build a life they love, regardless of background or social capital.

4. Be sure to add the help topics on which you would be interested in offering mentoring. This is one of the most common ways that students and young alums will search for matches.



We have added six featured help topics to make it easier for users to connect based on shared affinity and lived experiences. We'll demonstrate how to search on these topics in the next section.



5. Your “Career Story” section is similar in content to LinkedIn. In fact you’ll have the option to import that information directly from LinkedIn.

SWARTHMORE | Home | Connect | Career | Resources | Inbox

My Career Story + Add Professional Experience + Add Educational Experience

Import LinkedIn info • LinkedIn last synced on 18 Sep, 2023

About Section
Career Story
More

Add professional or educational experience stories. Answer questions and provide insights that can help others in making career decisions.

Current Role

Aug 2022 - Present • 1 year, 6 months

Associate Director of Alumni and Family Programs at Swarthmore College

Greater Philadelphia

6. Your “More” section is an opportunity to share more about: your hobbies, your extracurricular activities as a student, and your Swarthmore volunteer activities as an alum.

What were your Swarthmore extracurricular activities as a student?

Swarthmore Afro-American Student Society (Secretary, Vice President), Rhythm N Motion (Co-Director), Swarthmore Party Associate, Elizabeth Fetter Chamber Music Ensemble, Saturday Cultural Institute, Dare 2 Soar, COLORS

What are or have been your Swarthmore volunteer activities as an alum?

Alumni Council LGBTQ+ Alum Network Steering Committee Admissions volunteer

Career event (externship, speaker's panel, Swat Tank, etc.) Reunion volunteer

Profile FAQ

How do I add my pronouns?

Add your pronouns next to your name. This is optional.

How do I use my LinkedIn profile to populate my work history in SwatLink?

In your SwatLink profile, to the right of your photo, click on the “Refresh LinkedIn Data” button. You will see a video demonstration showing how to download your LinkedIn data and upload it to SwatLink. From there, edit detail in SwatLink by clicking the pencil icon next to any job entry.

How do I add a new (or older) job individually?

Scroll down to the heading “My Career Story.” To the right of that, click on the “Add Professional Experience” button.

I’m in a niche industry/profession that does not show up in the options under Industry. What can I do to talk about my work?

(1) Pick the umbrella category which best represents your specific profession or job. For example, “Performing and Fine Arts” might include acting, painting, orchestra or choreography.

(2) You may also add a short narrative paragraph in the “About Me” section describing your work in more detail. To add this section, click on the “Add Section” button to the right of your photo.

How do I add my resume, CV, or other documents?

Click on the “Add Section” button to the right of your photo and select “My Documents.” Then upload a PDF as you normally would.

I have a graduate degree. How do I add that to my profile?

Scroll down to the heading “My Career Story.” To the right of that, click on the “Add Educational Experience” button.

I added a long list of past jobs, but I only see two of them. Where are the rest?

Scroll down past the second entry, then click the small blue words “Show More.”

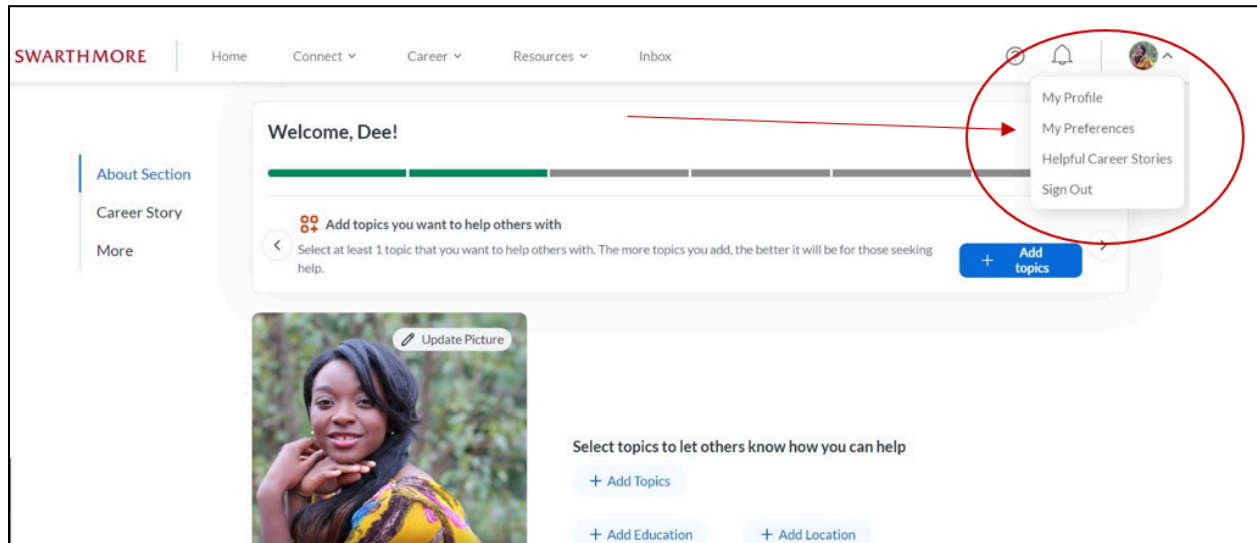
What if I have other questions?

Check the help section, or email swatlink@swarthmore.edu.

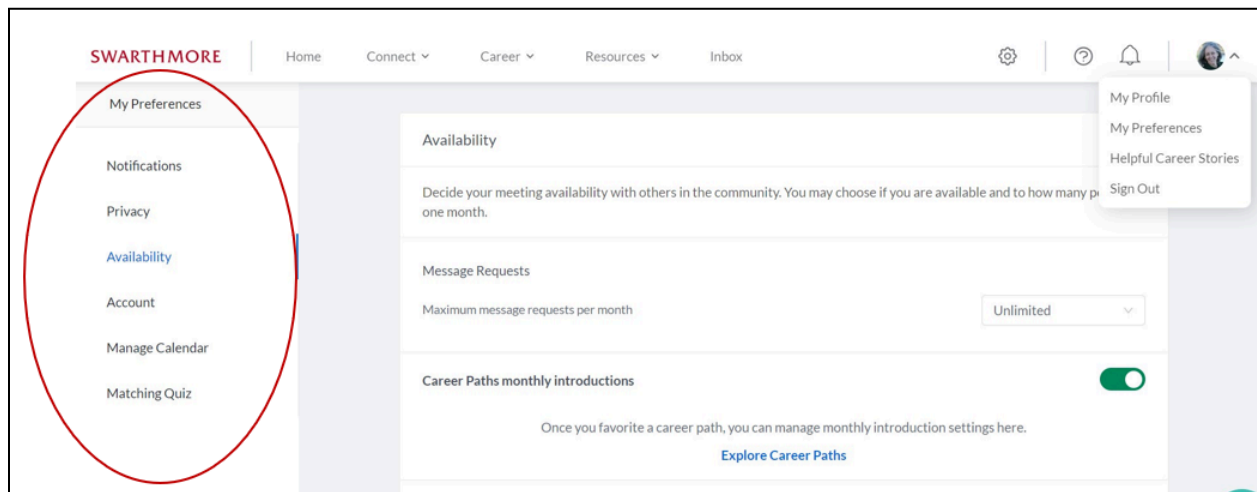
Preferences

Setting Your Preferences

To explore and change your preferences settings, navigate to your photo at the top right and choose “My Preferences” from the dropdown menu.



There, you can edit preferences for notifications, overall page privacy, how many requests for meetings you receive and more.

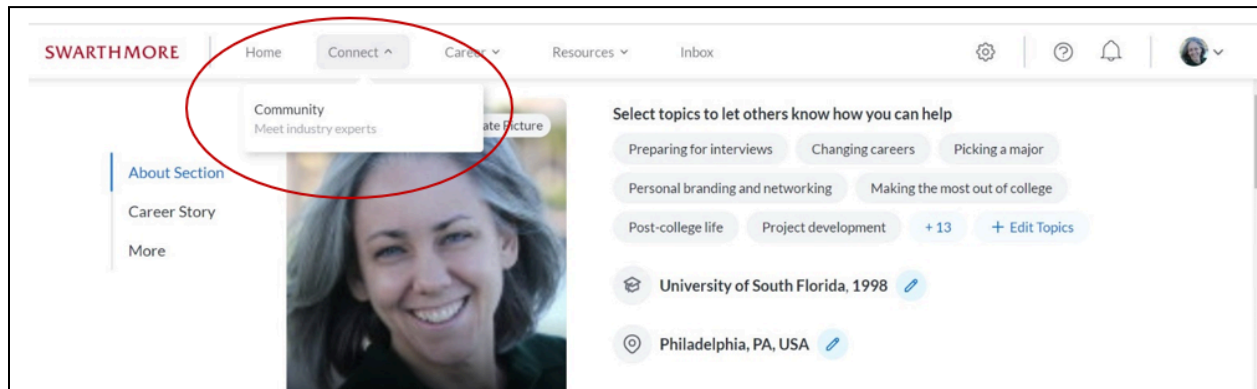


The SwatLink Community

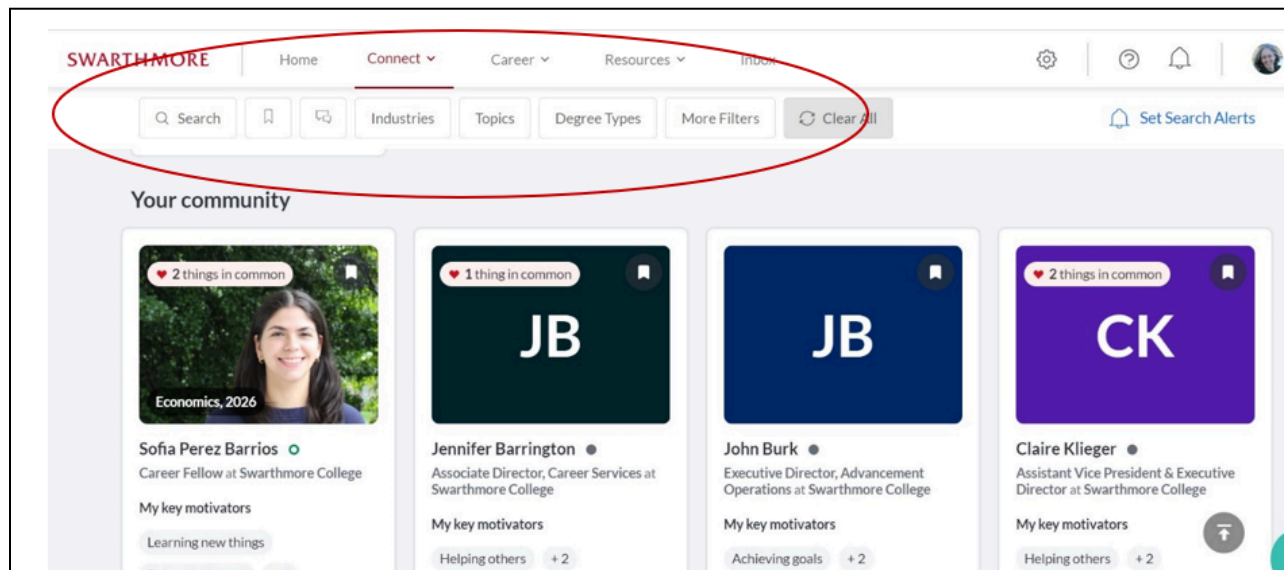
Searching for Others on SwatLink

You will be able to search for and contact alumni, staff, faculty, parents and other Friends of the College, but not students. Students can search for and contact all users.

To search, navigate to the “Connect” tab and choose “Community.”



Your community page will look like this:



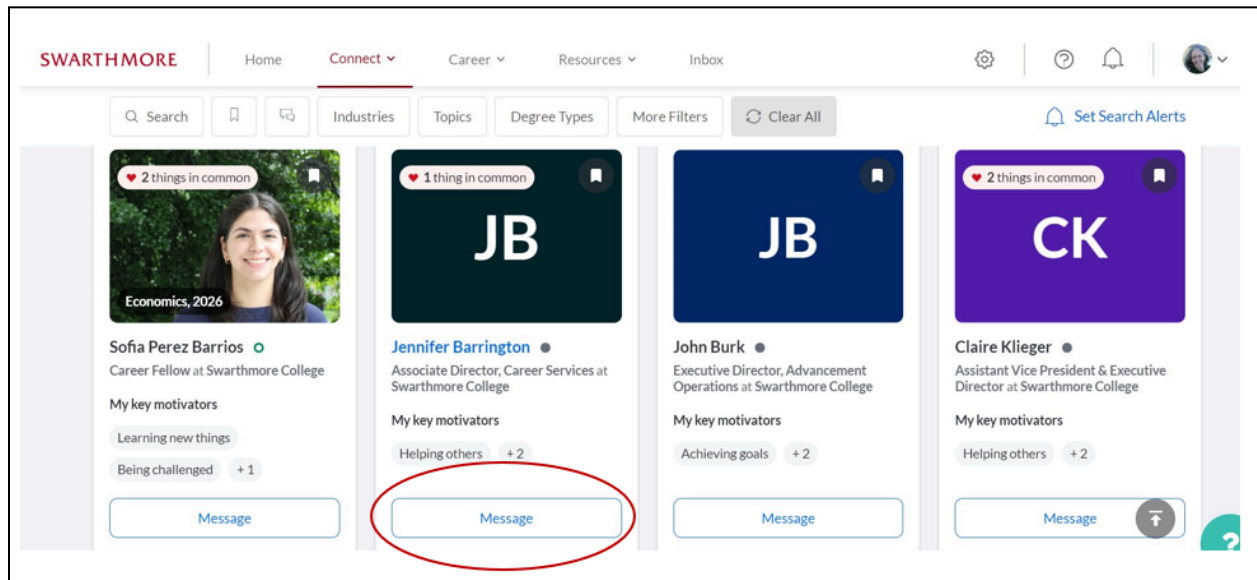
Once there, use the buttons (circled, above) to search by:

- Search: open search terms
- Industries: industry categories
- Topics: help topics
- Degree types: bachelor, master's, PhD, etc.
- More filters: the other aspects of user's profiles, including hobbies, job functions, location, major(s), and company/organization name.

You can search by multiple criteria. Doing so will typically reduce the number of results you see.

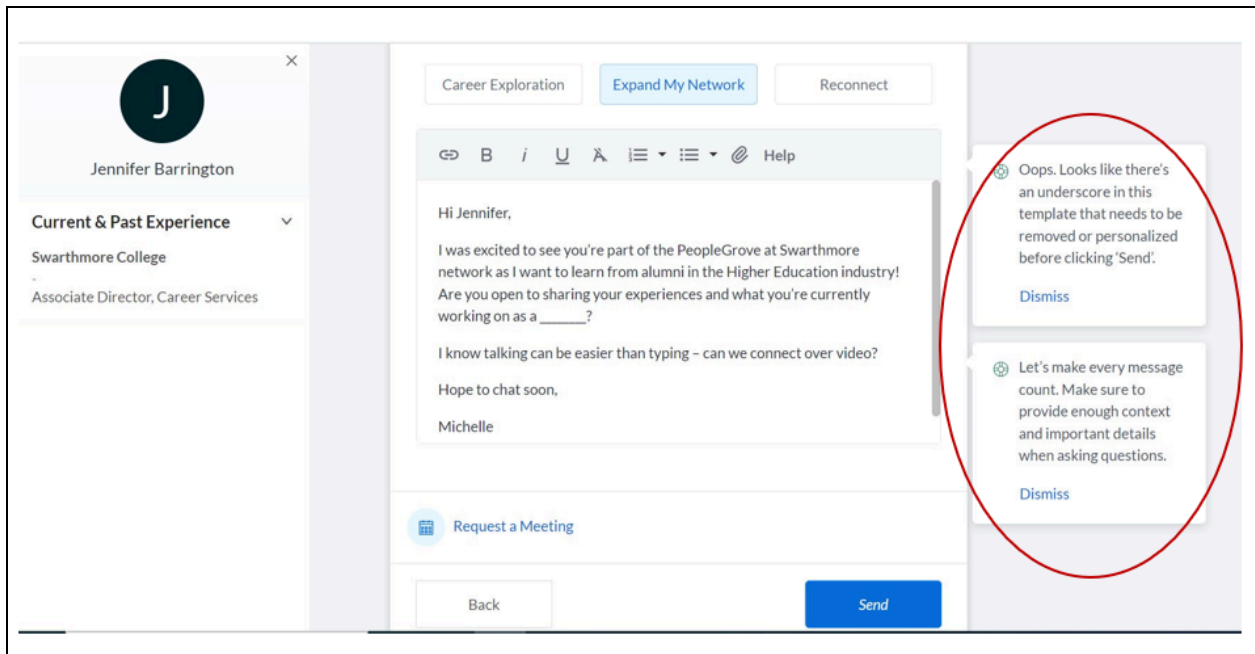
Contacting others

To message an individual, click the message button on their preview card or in their profile.



Once in the messaging feature, you can write a message, customize a template, and/or request a meeting. Note the AI suggestions for the message (circled, below). These are especially designed to coach students in email etiquette.

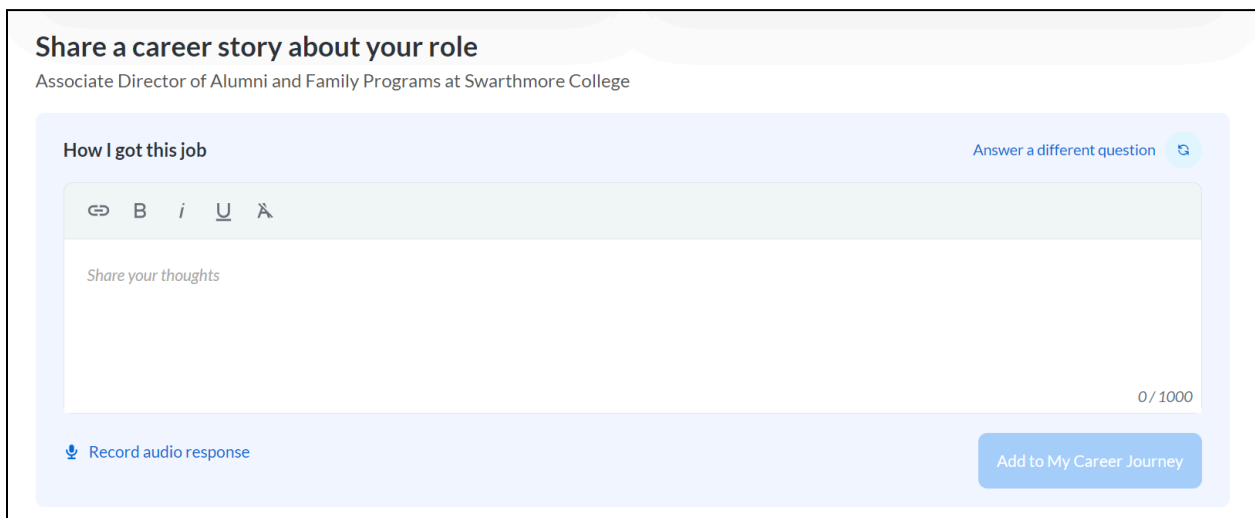
Messages will go directly to the email address of the person you message. (See Data and Privacy, below, for more.)



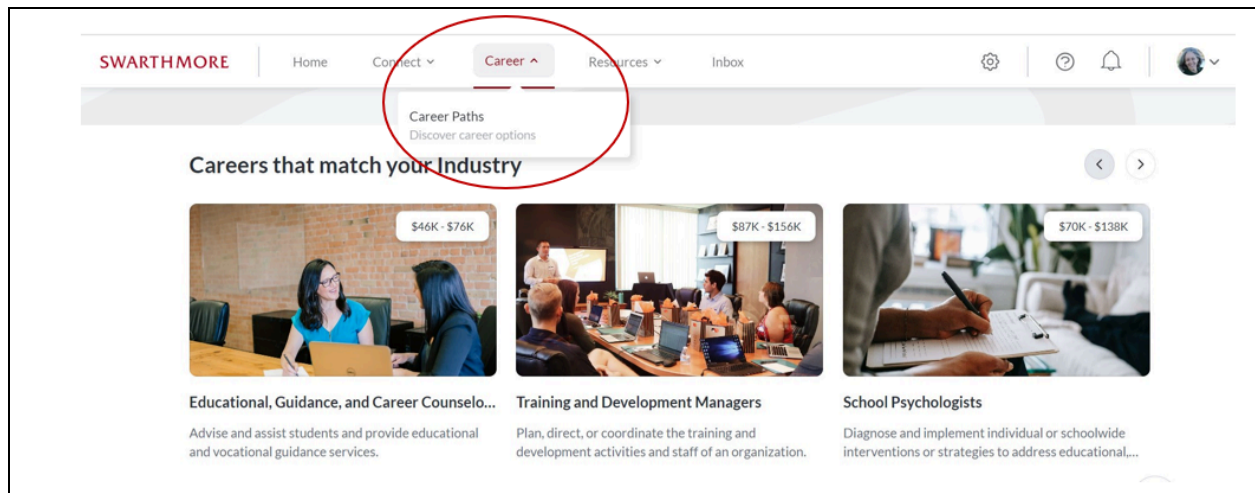
Messaging students: While alumni and parents are not able to search for and initiate messages to students, if you receive a message from a student, you will be able to respond to that individual.

Other SwatLink features

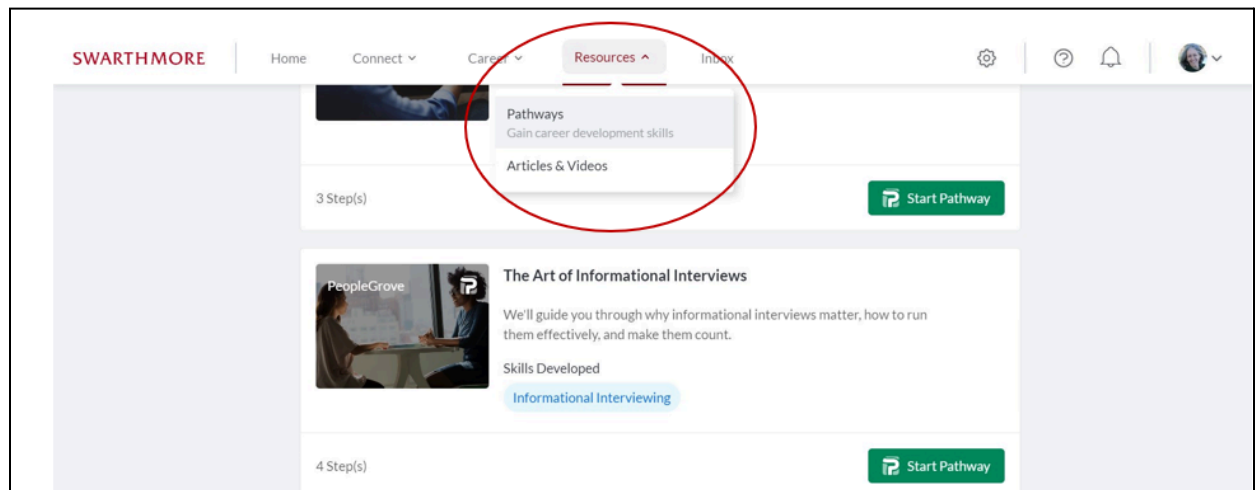
Write or record a career story for others to see (access from your home screen).



Explore career suggestions based on your skills, industry, hobbies, areas of study, etc.



Explore career development mini-trainings, articles and videos.



SwatLink groups

SwatLink groups may be public, private, or hidden (invitation only, typically for working committees). SwatLink groups function in a similar way to Facebook and LinkedIn groups. Groups can message one another, share and pin resources within their group, and announce events.

You can request to start a new SwatLink group as long as you have at least two SwatLink users willing to serve as admin moderators. Generally only faculty, staff, alumni and parents/Friends of the College may serve as admin moderators.

To schedule a meeting to further explore forming a SwatLink group, a SwatLink group, please email swatlink@swarthmore.edu.

SwatLink Community FAQ

SwatLink has fewer users than other platforms like LinkedIn. Why should I use it?

Unlike other sites or directories, SwatLink features active users who have already indicated that they want to hear from others in the Swarthmore community. Each person you'll see on the "Explore the Community" space has already opted in to hearing from others.

And unlike other platforms, SwatLink filters help you find others based on shared affinity, hobbies, or volunteer interests and connect with unlimited numbers of members.

SwatLink launched in Spring 2024; it will take time for alumni to join and engage. SwatLink is hosted by the software PeopleGrove; many of Swarthmore's peer institutions tell us that thousands of alumni joined their version of SwatLink within the first year of launch. Become an early adopter and rest assured that your fellow Swatties will join SwatLink soon.

How do I search for others who share my affinity identity/identities?

In the Communities tab, click on the Topics button in the filters bar. Then search for others who are interested in discussing shared affinity, including BIPOC in the workplace, LGBTQ+ in the workplace, first generation, international students and alumni, and more.

Why does the platform match me with people?

A primary goal of SwatLink is to create connection and community. As a result the software which hosts SwatLink makes suggestions for people as well as career resources. It is up to you whether to message the suggested individuals.

How do I offer mentoring or career support to students?

As a privacy feature, non-student users cannot see student profiles unless an individual student messages them and asks a question or requests a meeting. The best way to encourage students to message you is to create a complete and interesting profile, complete with help topics, an About Me narrative, and a full list of your Swarthmore extracurricular activities if applicable. Then give it time as we build student engagement with the platform.

I'm a young alum. How do I offer mentoring to students AND search for a mentor of my own?

Great question! Complete the "Help Topics" section so that students searching for support can find you. Then, search help topics in the Community tab to find other alums offering mentoring in the topics you need.

I messaged someone but they have not responded. Now what?

This is not uncommon in our busy, overscheduled world. Try these suggestions:

1. Wait a week, then message the other person again. If they don't respond to a second message, assume they are very busy at the moment, and look for another person to message. Above all, don't take it personally.
2. Make your connection with the other person clear. Do you have a shared profession, affinity, city or volunteer interest? Mention that in your message.
3. Keep your request as clear and concrete as possible. Rather than broad questions like "What career advice do you have?" Try a more focused question such as "What entry level jobs would you suggest to get started in your profession?"
4. Keep meetings short. If you would like to meet on Zoom, request a short (30 minute) meeting rather than a long one. Then come prepared with a list of your top questions. If the meeting goes well you can request another one.
5. Multiple questions are better on Zoom. Have lots of questions? Request a meeting instead of asking the other person to type a long message. Or, give them the option to type or meet.

I'm getting too many requests for meetings. What should I do?

You can limit the number of unique users that contact you each month. Please see Preferences section, page 7.

I'm getting spam or inappropriate messages. What should I do?

Please see the Data and Privacy FAQ starting on page 14.

Data and Privacy FAQ

Can others see my profile before I activate it?

No, your information is only visible once you activate your profile.

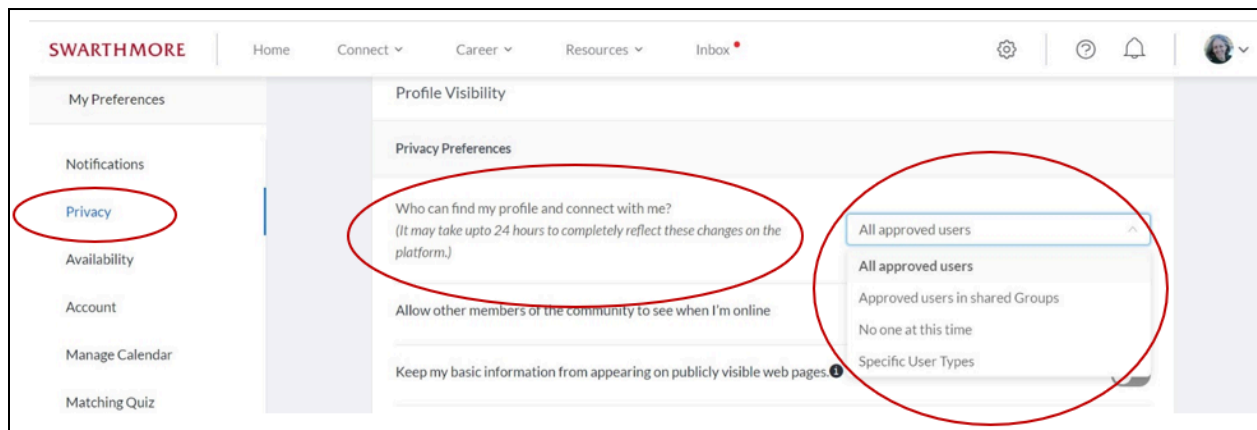
Can I hide specific parts of my profile from others?

You can hide some features, like graduation year. Although you cannot completely hide your location, you can make it as broad as the name of your state or country.

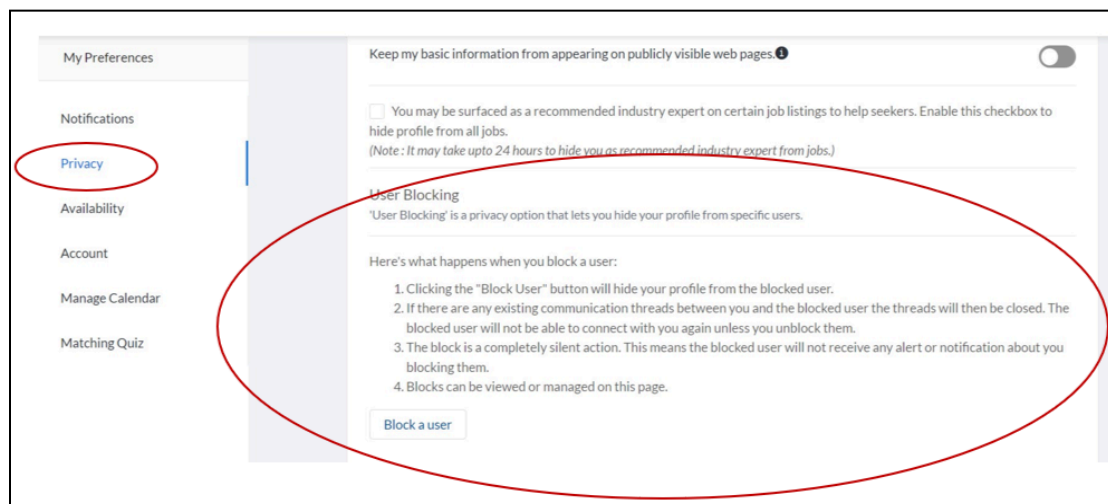
Once I activate my profile, who can see it?

The default setting is that everyone else on the platform can see non-student profiles.

You can choose to hide your profile entirely from certain groups of users (students, alumni, faculty and staff, or friends of the community, or everyone but the group you are in). To do this go to your privacy setting in your preferences:



You can also block specific users from seeing your profile. This is also in your privacy settings:



Once I activate my profile, can others see my contact information?

No. Messages from others do go to your email inbox, however the other person cannot see your email address. And in order to reply to someone, you must log in to SwatLink. No one can see another user's email unless they choose to share it.

The same goes for your phone number, if you add it for notifications.

SwatLink does not have your postal address.

If I change some part of my information in SwatLink, will the Alumni Office hear about it?

Currently SwatLink records are not shared with the main Alumni Office database. If you wish to update your email, employer, job title, or location with the Alumni Office, please email records@swarthmore.edu. We do anticipate synching certain SwatLink information with the Alumni Office database in the future.

Most other information in SwatLink (such as help topics, hobbies, etc.) is not information the Alumni Office tracks.

What do I do if someone is sending me inappropriate messages or won't stop messaging me when I've asked them to stop?

In the message thread with that person, click on the three vertical dots in the top right which are called "Manage Conversation." Then choose "Block User/Report Abuse" to send a message to SwatLink admins at Swarthmore (swatlink@swarthmore.edu).

If the other user is a student, and you know they mean well but just do not have good email etiquette, you can choose to coach them directly or email career services staff (career@swarthmore.edu) rather than report them through the system.

