



## How Alumni can support our communication and Social Media!

Our alumni are our most powerful supporter. With your experience, visibility and voice, you can make a significant contribution to strengthening our brand and inspiring future students. Here's how you can support us:

### 1. Personal Stories & Testimonials

**What?** Share your personal success story as a graduate

**Where?** BPS website, programme brochures, social media

**How?** In written form, as a video interview, or as a quote with a photo

### 2. LinkedIn Posts & Guest Contributions

**What?** Write about your career path or how your studies helped shape it

**Where?** LinkedIn, Instagram, Facebook

**How?** As a co-author on BPS channels or in your own post that we'll happily share and comment on

### 3. Alumni as Ambassadors

**What?** Represent Berlin Professional School as an official alumni ambassador (by invitation)

**Where?** Website

**How?** Support through personal conversations with prospective students or in the form of testimonials



#### 4. Participation in Social Media Campaigns

**What?** Take part in planned campaigns (e.g. #MeetBPSAlumni)

**How?** By providing photos, short statements, or participating in short interviews

#### 5. Sharing & Engaging with Content

**What?** Actively like, share, and comment on our posts on LinkedIn, Instagram, or Facebook

**How?** Add a personal comment or share why a particular post is relevant to your experience

#### 6. Alumni as Speakers

**What?** Contribute as a speaker at info events, webinars, or other formats

**Where?** Online or on campus

**How?** Share your expertise and study experience with prospective or current students

#### 7. Recommendations & Networking

**What?** Recommend the Berlin Professional School or your study programme within your network

**How?** Tag us in your posts, actively recommend us in groups, or help connect us with potential students

#### Social Media Channels of Berlin Professional School

LinkedIn [Berlin Professional School – HWR Berlin](#)

Instagram [@officialbpsberlin](#)

Facebook [@bps.hwrberlin](#)

#### Final Notes

- Please link to the official Berlin Professional School channels in your posts
- Avoid using abbreviations for degree programme names – please use the full names
- Feel free to use our official hashtag #BpsBerlin to increase the visibility of your contributions

**Thank you for your support and for staying connected as a valued member of our BPS community!**