

Staying connected with your university alumni in the age of social media

A CORRESPONDENT

University is more than a collection of lectures, assignments, and exams. It's a chapter in life filled with friendships, shared struggles, and a sense of belonging to a community that extends far beyond graduation day.

When you toss that cap into the air, your official role as a student may end, but your relationship with the people

even imagined. In the past, staying in touch meant attending occasional reunions, subscribing to printed newsletters, or exchanging the odd letter with former classmates. Now, a few taps on a phone can open doors to a world of opportunities, conversations, and collaborations.

Social media has transformed alumni connections from sporadic exchanges into ongoing, dynamic relationships

widespread use these days, you can follow each other's journeys, celebrate milestones, and provide encouragement even when you haven't shared a room in years.

A photo posted on Instagram, a career update on LinkedIn, or a Facebook post about a personal achievement can spark a conversation that keeps the bond alive.

For students still in university, following alumni on social media is like having a window into possible futures. You can see how people who once sat in the same lecture halls have navigated life after graduation. Their posts might show career changes, entrepreneurial ventures, further studies, or even the challenges they've faced along the way. These glimpses can offer inspiration, help you understand the many directions your degree can take you, and even give you a realistic picture of the hurdles you might encounter. Unlike formal career advice sessions, social media allows you to observe authentic, unfiltered experiences over time.

For graduates, the alumni connection takes on an added layer of significance. Staying in touch with former classmates and professors can open the door to collaborations, job opportunities, or partnerships. Social media isn't just a place for casual updates; it's also a professional networking tool.

A former computer lab partner might post about needing a new team member for a project. An old debate club friend might share a call for speakers at a conference. A senior alumnus might recommend your skills to a recruiter simply because they saw your recent post about a completed certification.

Maintaining these connections online means being visible in the spaces where opportunities are shared.

University alumni associations have also adapted to the digital era. Many now maintain active social media pages or private groups where members can post job openings, announce events,

or share resources. These online spaces often have a welcoming and inclusive tone, making it easier for recent graduates to engage without feeling like outsiders.

Participating in these digital communities can help you stay in the loop about developments at your university and give you a sense of belonging long after your student ID stops working at your campus gates.

That said, staying connected doesn't mean passively scrolling through updates. The most meaningful alumni relationships are built through active engagement. Commenting on someone's achievement, congratulating them, or even sending a direct message can make a difference.

These small acts of acknowledgment show that you value the connection and encourage reciprocity. Over time, you'll find that the network becomes more than a list of names and turns into a living web of mutual support.

Social media also allows for the rediscovery of connections that may have faded over time. You might stumble upon the profile of a lab partner you haven't spoken to in a decade and find out you share a new common interest. These rediscovered relationships can lead to fresh collaborations or simply rekindle a friendship.

Unlike the limited contact lists of the past, today's platforms make it possible to reconnect at any point, regardless of how much time has passed.

There's also a more personal, emotional side to staying connected with your university alumni online. Seeing familiar faces in your feed, even if you don't interact daily, can evoke a comforting sense of continuity. Life after graduation can be full of changes, be it moving to a different city, starting a new job, adjusting to different responsibilities, and so on. Familiar connections can act as reminders of where you came from. They can also

be sources of empathy, since your alumni peers have gone through similar transitions.

Of course, the ease of staying connected through social media comes with the responsibility of maintaining a positive and respectful presence. Your alumni network is a space where your personal and professional worlds intersect.

The way you present yourself online can shape how you're remembered and the kind of opportunities that might come your way. Thoughtful sharing, respectful interactions, and genuine interest in others go a long way in nurturing strong alumni bonds.

The digital age also offers creative ways to keep alumni relationships vibrant. Virtual reunions via video conferencing, collaborative online projects, or even simple group chats can keep the conversation going beyond public posts.

Many universities host webinars where alumni share expertise with current students, and participating in these events can help you contribute meaningfully to your community while also staying visible within it.

In the end, staying connected with your university alumni in the age of social media is about more than nostalgia. It's about building a support system that grows with you, adapts to new challenges, and celebrates your successes. It's about giving and receiving help, sharing knowledge, and remembering that your university years are the start of a lifelong community.

Social media enables alumni networks to operate virtually. The friendships and professional ties that might once have faded after graduation can now thrive indefinitely, as long as you make the effort to engage. For students, these connections can provide a roadmap for the future; for graduates, they can offer a bridge to new possibilities.

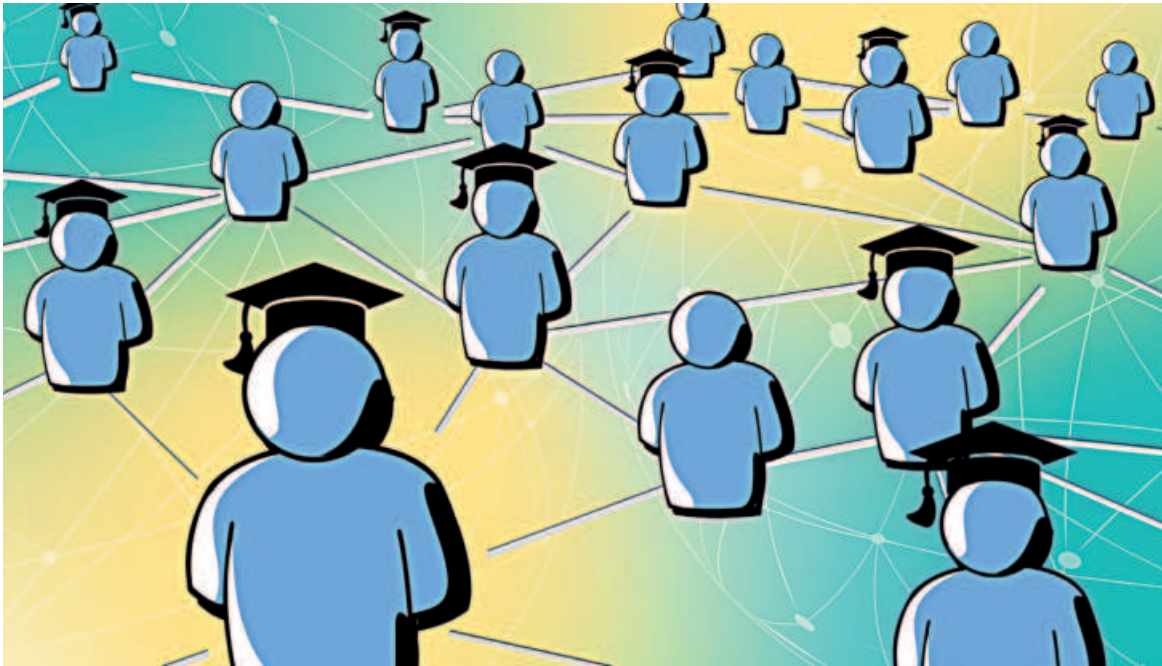


ILLUSTRATION: ABIR HOSSAIN

and the institution that shaped you doesn't have to fade. In fact, in the age of social media, it's easier than ever to stay connected with your university alumni, and doing so can enrich both your personal and professional life in ways you might not expect.

The concept of alumni networks has existed for generations, long before Facebook, LinkedIn, or Instagram were

that thrive in real time. One of the most obvious benefits of staying connected through social media is how it bridges geographical divides.

Your classmates or seniors may have spread across continents, pursuing careers, research, or personal ventures in entirely different time zones. Without digital platforms, those distances could feel like barriers. But thanks to their

Setting up your LinkedIn profile as a university student

A CORRESPONDENT

LinkedIn is a professional social media platform and a valuable tool for building your personal brand. Many people begin this process after graduating from university. However, because it takes time to establish a strong presence, it's wise to start working on your LinkedIn profile early in your university journey.

With that in mind, here are some practical tips to help you create a strong LinkedIn profile as a university student.

Think of an interesting headline

Your LinkedIn headline appears right under your name at the top of your profile. In up to 220 characters, you can describe what you do, where you study, or your professional interests. This short description also appears next to your name in search results, so it should catch the reader's attention.

As a student, a good headline might be "Studying Computer Engineering at XYZ University" or "XYZ University Bachelor of Computer Engineering '27," with "27" showing your graduation year. You can make it stronger by adding your interests or career goals, such as "XYZ University Bachelor of Computer Engineering '27 | Data Science Enthusiast."

Although the headline limit is 220 characters, try to keep it under 90 characters so it's fully visible in search results.

The "About" section should elaborate on the headline

Your "About" section should be engaging but not overly long. You have a limit of 2,600 characters (around 400-600 words), but aim for about 300-350 words to

keep it focused and readable.

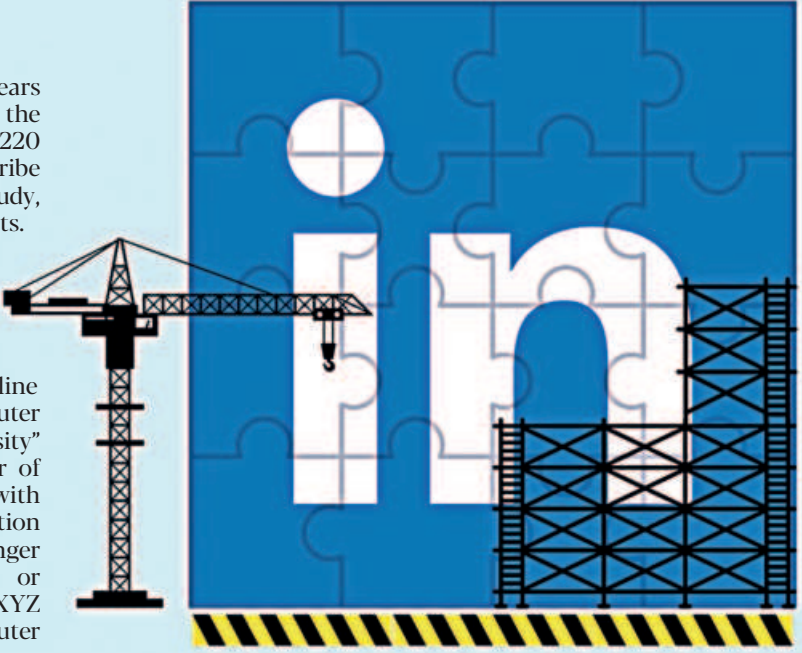
Start with a brief introduction, then share details about the degree you're pursuing. After that, explain your ambitions, like what kind of career you want, the steps you're taking to reach that goal, and any relevant experiences or achievements.

Once you've covered your academic and career information, include a couple of sentences about your hobbies or personal interests to give your profile a well-rounded touch.

as in a newspaper, you can include that here as well.

In your early university years, you may not have conference or journal papers yet, but you will likely have written research papers or reports for your courses. You can add those too, along with links. If they aren't published online, upload them to Google Drive and share the link in your profile.

Be sure to include a short summary of each paper or report, along with the purpose



You can also highlight up to five skills in this section. Choose them carefully, as the skills you select can improve your visibility in LinkedIn search results.

Arranging your "Publications" section

As a student, this section is a great place to showcase your academic publications. If you've been published elsewhere, such

behind writing it, so readers can quickly understand its value.

As you move through university, you'll have new achievements to add to your LinkedIn profile, such as completed courses, publications, internships, or jobs. You may also need to update details in your headline or "About" section if your goals or interests change.

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