

Engage, inform and inspire your company alumni and retirees

Give your extended communities the information and connections they need with the SocialChorus FirstUp platform.

To drive business results, it's vital to engage external communities beyond your workforce, like company alumni and retirees. But the digital experience they receive at most enterprises just isn't cutting it.

Why current engagement efforts fall short

It's hard for alumni to keep up with their former company and colleagues. Retirees struggle to access disparate systems to get their benefits. HR is unable to target information to specific groups, and has no way to measure the results of their messages.

Improve the digital experience with a platform your company already uses

The SocialChorus FirstUp platform provides a single source of truth for alumni and retirees. Companies can share news and user-generated content, HR can increase engagement, and community members can become external advocates for your business.



Reach company alumni and retirees with FirstUp

- **Target content** to specific groups of community members
- **Promote benefits** and link to resources
- **Enable sharing of user-generated content** to build community
- **Run automated reminders** to announce new programs and drive action
- **Create externally shareable content** for community member advocates
- **Track and measure user engagement**, sentiment and retention of information



Top business drivers for company alumni programs

By keeping your company alumni and retiree communities engaged, you help boost their contributions to these key priorities.

86%

Brand advocacy¹

76%

Business development¹

74%

Talent acquisition¹

FirstUp extends your digital experience beyond your employees

WHAT IS FIRSTUP?

It's the SocialChorus platform your company already uses to give employees the information and tools they need to be productive.

Companies like Abbott and 7-Eleven are using FirstUp to engage their extended communities.

HOW IT WORKS

- 1 FirstUp lets you **target the right content** and resources to each member of your extended community.
- 2 The platform delivers a **personalized experience** to the endpoint or device each alum or retiree prefers to use.
- 3 **Analytics give you insight** into how your community programs are working and where to optimize.

FirstUp connects your company with your company alumni and retirees

