

## Quora

### WHAT IS QUORA?

Quora is an online forum where anyone can ask or answer a question.

Questions are categorized into topics by Quora members, and answers are “voted” up if they are particularly helpful, insightful or useful.

### WHO IT'S FOR

Quora, like all “open” social platforms, is available to anyone who wants to use it. Individuals create profiles for free, then follow topics or individual questions. They are notified when a new answer is added. Individuals can also ask questions, which any other Quora user can answer. The person asking the question is notified automatically when a new answer is added.

### HOW ADVANCEMENT USES IT

As of early 2011 there is little or no formal advancement office presence on Quora. Organizations do not generally have profiles - individuals do. However, the name of a university, college or school may turn up in a question (for example, “Why should I join the alumni association for [school name]?”). Institutions will also be named in answers to questions about which campus has the “best” program in a particular academic discipline.

### CHALLENGES

The major issue facing advancement offices on Quora is one of monitoring. As with most community management efforts, successful use of Quora means finding and listening to discussions that directly reflect on one's institution. Quora users are also posting answers that reflect on higher education's mission, on topics such as university research, financial policies, business models, and fundraising practices.

### OPPORTUNITIES

It's not clear that Quora will continue to grow as rapidly as it did in early 2011. If it does, advancement pros will have a tool for accomplishing at least two important tasks: first, they will have a listening post, for learning what people want to know about the institution, and what they think about it; and second, they'll have a platform for sharing insight and resources that will engage alumni, students, friends and others by answering their questions and solving their individual problems.



### RESOURCES

- “About Quora” page from Quora.com [about.quora.com/about](http://about.quora.com/about)
- Web-Strategist.com on Quora for business [tinyurl.com/quora-biz](http://tinyurl.com/quora-biz)
- Quora on Alumni Futures [www.alumnifutures.com/2011/02/quora.html](http://www.alumnifutures.com/2011/02/quora.html)

## alumni futures

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