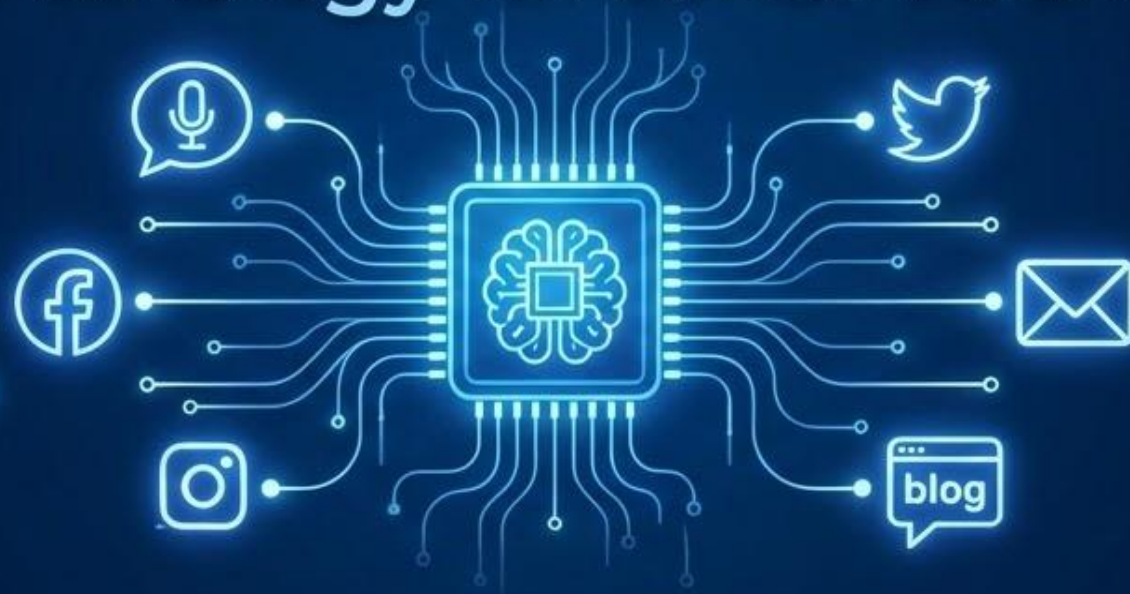


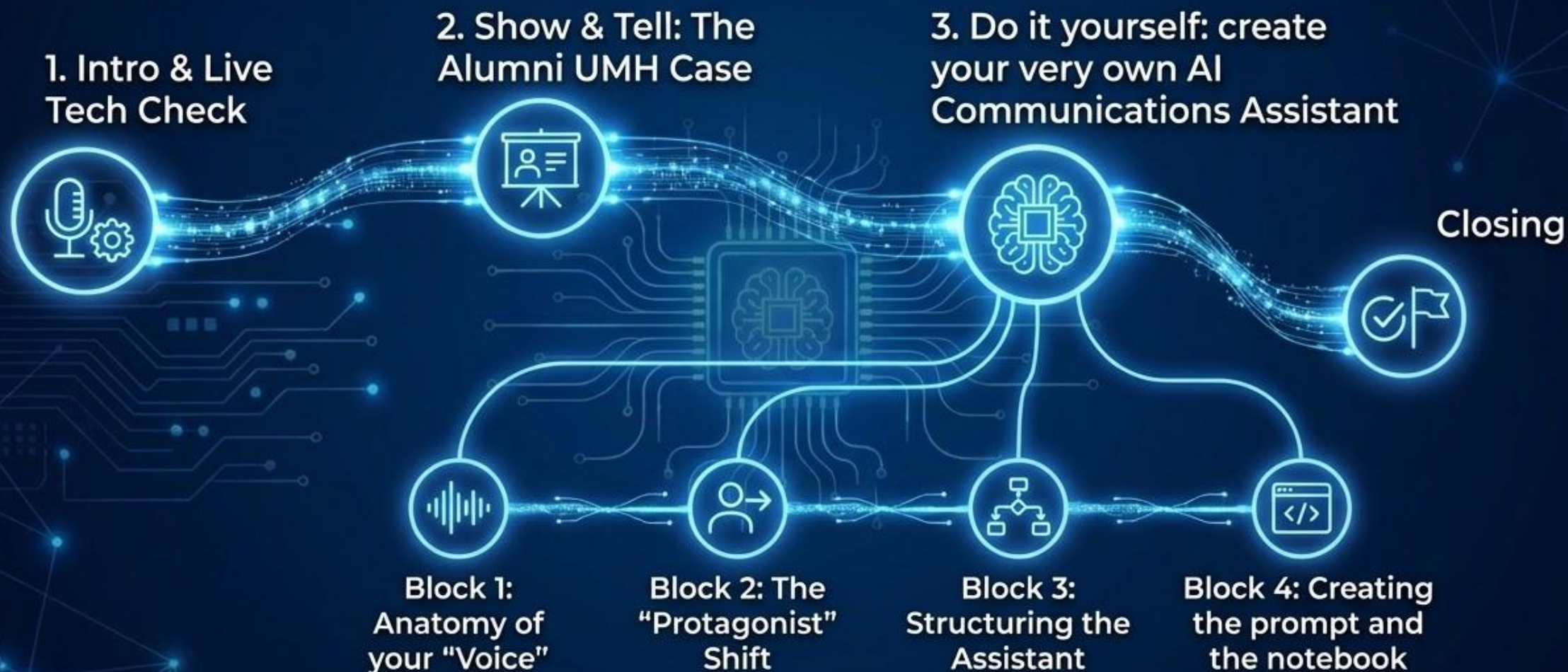
# Building Your Own AI Communications Assistant

## A Practical Strategy for Small Alumni Offices



Álex García (Alumni UMH) | Miguel Hernández University  
of Elche, Spain | ICAReAlumni 2026 | Kaunas, Lithuania

# Structure of the workshop



# Disclaimer intro



**The important thing is not the tech but the human thinking, sorry,**



**The AI communication assistant will not be perfect, sorry again**



**Once you have the assistant running, it will not be forever stable, sorry for the third time**

# **2. Show & Tell: The Alumni UMH Case**



# THE REALITY: ONE MANAGER, FIVE PLATFORMS

## TEAM STRUCTURE



1 Full-time Coordinator (me)  
+ 1-2 rotating interns.

## THE WORKLOAD



Adapting university news for different audiences every single day.  
Other tasks: social networks and blog communication is only a part of the job.

## SOCIAL ECOSYSTEM



LinkedIn, X, Instagram, Facebook,  
and the blog.



# THE CONSISTENCY GAP



## Intern Rotation

New students join every few months. Teaching them the unique 'Alumni Voice' takes weeks of manual supervision.

## Tone Fragmenting

With high volume, it's hard to avoid sounding robotic or inconsistent across multiple digital channels.



*“We needed a digital guardian for our institutional DNA.”*

# OUR TAILOR-MADE DRAFTING PARTNER



## NotebookLM + Institutional Memory

A private walled garden where we "feed" the AI with our own soul:

- ✔ Internal Style Guides & Manuals
- ✔ Successful Past Publication Examples
- ✔ **\*\*Zero Code\*\*** / No technical skills required

# THE 80% EFFICIENCY SHIFT

80%

TIME SAVED

## Where is the gain?

The AI handles the heavy structural drafting and platform adaptation. This allows the team to focus on the final 20%: **the human spark, strategy, and empathy.**

# EVIDENCE OF IMPACT

## Passive Onboarding



The assistant acts **as a mentor**. New **interns** internalize our style just by reviewing the high-quality AI drafts.

## Transferability



This system is **100% replicable** for **any** alumni office, regardless of their budget or technical background.



• **Outcome:** Less time typing, more time connecting.

# The Alumni UMH AI Communication Assistant in action...

Demonstration & Live Showcase



# **3. DIY: Create your very own AI Communications Assistant**



# Block 1: Anatomy of your “Voice”

## Concept & Goal



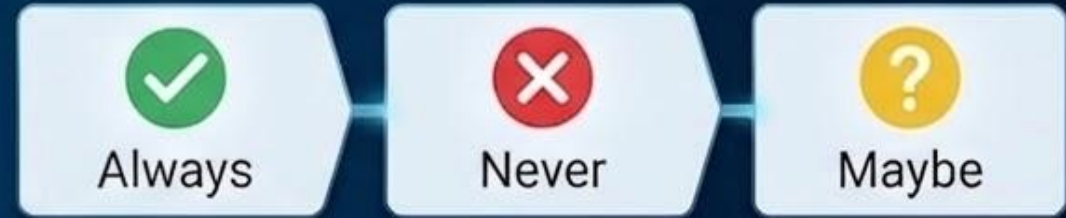
**Concept:** If you don't define your **boundaries**, the AI will **invent a personality** for you.



**Goal:** Define the DNA for your AI's custom instructions.

## Activity

**Step 1:** **Always** / **Never** / **Maybe**.



**Step 2:** The voice **adjectives**. Current vs. target voice.



# Step 1. Define your "Always / Never / Maybe"

Think about your Alumni Office's personality. Rules help the AI avoid generic "robotic" clichés.



## ALWAYS

(Our DNA)

*e.g., "Use the alumni's name"*

- Idea 1
- Idea 2
- Idea 3



## NEVER

(Red Lines)

*e.g., "We are proud to announce"*

- Idea 1
- Idea 2
- Idea 3



## MAYBE

(It Depends)

*e.g., Use exclamation marks.*

- Idea 1
- Idea 2
- Idea 3

# Step 2. The "Voice Adjectives" Test

Adjectives provide emotional intent. Choose 3 for how you sound today and 3 for how you want to sound.

**A: Formal / Academic** (Focused on prestige, research, and institutions)

**B: Warm / Friendly** (Focused on community, belonging, and closeness)

**C: Inspirational / Bold** (Focused on success, change, and the future)

**D: Action-oriented / Direct** (Focused on calls to action, clarity, and "doing")

**E: Witty / Humorous** (Focused on entertainment, puns, and lightheartedness)

**F: Human / Empathetic** (Focused on individual stories and feelings)

## Current Voice

1. Adjective 1
2. Adjective 2
3. Adjective 3



## Target Voice

1. Adjective 1
2. Adjective 2
3. Adjective 3

# Block 2: The "Protagonist" Shift

## Concept & Question



Concept: Moving from "Institutional News" to "Alumni Stories"



Question: How many of you use the press releases of the university as input for alumni?

## Activity & Tip

Activity: "Headline Flip": Take a boring institutional headline and flip it for X using an alumni-centric angle.



Alumni-Centric Angle



Tip: Use the defined "Voice" rules from Block 1 as a guide

# Activity. The "Headline Flip"

Rewrite these boring institutional headlines using your **Personality Chart**.

## Case 1: The New Building

*"University officially inaugurates the new Student Hub and Career Center on North Campus."*

**The Flip:**

## Case 2: The Ranking

*"Our University climbs 10 positions in the International Employability Ranking."*

**The Flip:**

## Case 3: Entrepreneur

*"The startup 'EcoTech Solutions' raises \$1M in seed funding to expand operations."  
(Led by an alumnus)"*

**The Flip:**

# Block 3: Structuring the Assistant

## Concept:



An AI Assistant is only as good as the "**Sources**" you give it

## Activity:



**Your source map:** List some specific documents you already have in your office that you would upload to your Assistant

## Activity:



**The Platform Logic:** Define some rules for each platform that your Assistant must remember

# Activity: Structuring the Assistant

## Pillars of Knowledge

Base your assistant's voice on key documents:

### **The Style Guardian**

Brand book, voice adjectives, and Always/Never rules.

### **The Success Gallery**

10 top-performing social posts and blog entries.

### **The Context Kit**

FAQs, strategic plans, and campus info.

## Activity: Source Map

List documents you'll upload next Monday:

**Source 1:** \_\_\_\_\_

**Source 2:** \_\_\_\_\_

**Source 3:** \_\_\_\_\_

**Source 4:** \_\_\_\_\_

## The Platform Logic

Define core rules for each channel:

### **LinkedIn**

*Professional, career-focused growth.*

### **Instagram**

*Visual descriptions and high emoji use.*

### **Twitter/X**

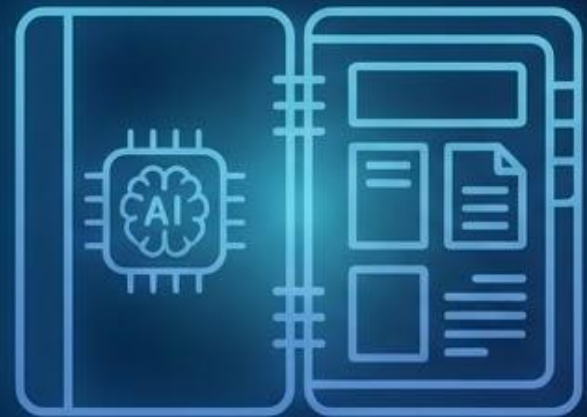
*Max 280 chars, threads for news.*

# Block 4: Creating the prompt and the notebook

Let's design the prompt and make the notebookLM assistant



1. Design the Prompt



2. Build the NotebookLM Assistant

# Closing & Roadmap



# Your AI Assistant Identity Card



Download your Identity Card  
and prompt to create your very  
own AI Assistant

# Thank You!



**Álex García Giménez**

Alumni Coordinator | Universidad Miguel Hernández (UMH)

 [alex.garcia@umh.es](mailto:alex.garcia@umh.es) |  [alumni.umh.es](http://alumni.umh.es)