MSU Alumni
MICHIGAN STATE UNIVERSITY

MSU ALUMNI OFFICE
FAQ'S AND HELPFUL TIPS FOR YOUR SPARTAN PATHWAYS TOUR BOOK

ABOUT BRIGHTCROWD BOOKS
What is BrightCrowd?
BrightCrowd is a third-party vendor that provides the online platform for Spartan Pathways tour books.

What is a "book"? What is the purpose of a book?
The MSU Alumni Office generates a book for specific individual Spartan Pathways tours. Each book is composed of pages, and each page represents a traveler on the tour. Each traveler creates and curates the content of their own page – your page is not added unless you choose to do so.

A book is a nice way to see who's coming, learn a little about each other and facilitate connections before, during and after your tour. Each book also serves as a photo album of the tour.

Once the MSU Alumni Office generates a book for a specific tour, we send email invitations only to those who have registered for that specific tour and for whom we have an email address. This book is only open to, and can only be viewed by, participants on that specific tour.

If I participate in more than one tour with Spartan Pathways, do I have to create a page each time/for each book?
No and yes. Once you've created a page for one book, if you're invited to add your page to another book, your information will pre-populate, but you have the option to modify any information on your page. However, if you're invited to add your page another book, you will have to accept the invitation first - your page is not automatically added.

For example, you created a page for a January 2024 tour book. In March 2024, you receive an email invitation to create a page for an April 2024 tour book. You must click on the "Add Your Page" button in that email invitation. When you do, you'll receive an onscreen message: "It looks like you have a page in January 2024, so we've pre-populated some basic information for you in this book to make it easier." You should then review the question prompts, updating any information you wish. Once you've gone through all of the question prompts, your page will be added to the April 2024 tour book.

CREATING AND EDITING MY PAGE
Do I have to create a page?
No. While we hope you do, travelers are not required to add a page as a condition of participating in the tour.

Each traveler creates and curates the content of their own page – your page is not added unless you choose to do so. There are a series of question prompts and you can share as much or as little information about yourself, what you're most looking forward to on the tour and your connections to MSU. You also have the option to share photos of yourself, from a recent trip, your garden, your pet, anything really.

How do I create a page?
To get started, you'll receive an email from the MSU Alumni Office with a link to add your page. We must have your email address, so if you didn't provide one when registering for the tour, contact Regina Cross at crossreg@msu.edu.

Creating a page in your book is as simple as answering a few questions and sharing some updates. All questions are optional and you can skip any questions that don't apply or you don't want to answer. You can come back later and add additional information or update anything you've written.

Can someone else create a page for me?
No. Each page is tied to a single email address and only the person that can authenticate that email address can create and edit the page associated with that email address.

What if I didn't receive an email inviting me to create a page?
We must have your email address, so if you didn't provide one when registering for the tour, you likely didn't receive an invitation.

If we have your email address, first, please check your spam/junk email folder. The email sender is Regina Cross and the subject of the email is "Create Your Page in Our MSU <<Tour Name>> Book." If you still cannot locate the invitation, contact Regina Cross at crossreg@msu.edu and we'll send you an invitation.

What if my partner and I share an email address and we both want to create pages?
Since an email address can only be associated with a single page in a book, you cannot have two pages – you must share a page.

How can I add photos to my page?
You can add additional photos by uploading them from your computer or phone. You can upload one profile photo and up to nine additional photos (jpg, tiff and png files).

I've already created a page. How can I edit it?
Once you've created your page, you can edit it as often as you like while the book is open. Simply click the "My Page" link at the top of the book and you will be able edit any of the content on your page.

Who can see my page?
Your page is only viewable by the other members of your specific tour. Your page is not accessible or viewable generally on the web and will not show up in Google or other web searches.

ACCESSING THE BOOK

How do I access the book at any time?
This is not a social network and it doesn't require another username and password. Go to brightcrowd.com and click the "Sign In" option in the upper right corner of the page. You'll be asked to enter your email address and then check your email for a link to open your book.

I already have a page so why am I being asked to re-verify my identity/email to access the book?
Similar to most social networks, BrightCrowd uses browser cookies to keep you logged in to your book. If you've disabled cookies or are accessing the book in private browsing or incognito mode, you'll be required to re-verify each time you access the book. Likewise, if you would like to open your book on a different device (phone, tablet, etc.) you'll be prompted to authenticate that device before accessing the book. All verification is done via email – you provide your email address and then a link to access the book will be sent to that email address.

Why do I need to verify my identity/email before accessing my book?
BrightCrowd books are completely private and secure so you can feel comfortable sharing personal information. This data is never sold or accessible to anyone outside of the audience for that book and the MSU Alumni Office. Identity/email verification is required to ensure that only the people who are part of the audience for that book can access it.

How can I use a different email address to access the book?
Once you've accepted your invitation to create a page in the book, you'll be able to add additional email addresses as part of creating your page. If you no longer have access to the email address that was used to invite you to the book originally, you can contact Regina Cross at crossreg@msu.edu to request access with a new email address.

PRIVACY

Since the book is available online, can anyone view my information?
No. The MSU Alumni Office controls access to the book. We only send invitations to those who have registered for that specific tour. The book is only open to, and can be viewed by, participants on that specific tour.

Will my personal information be sold by BrightCrowd?
No. BrightCrowd's Privacy Policy specifically states:

Fundamentally, we believe that your data is yours and you have complete control over it.
- You choose which data you share and what data other users can see.
- We never send messages from you without your approval.
- You can delete your data at any time.
- We will never sell your data - ever!

What is BrightCrowd's Privacy Policy?
brightcrowd.com/privacy

HELPFUL TIPS
- Add a photo to ensure you'll appear on the landing page with your fellow travelers.
  - The photo does not have to be of you – consider using a photo from a recent trip, your garden, your pet, anything really.
- You can always go back and add photos, edit information or add links later.
- You can view everyone, including those without photos by clicking the "View Everyone" tile or the "Directory" option in the upper right corner of the page.
- You can use the "Search" tool at the top of the page to search all traveler pages for specific keywords.
- Make sure you include your city in the "Where are you currently living?" question so you show up on the interactive map.
- If you've created a page but you're not showing up in the directory, make sure your page has been published/you've worked through all of the questions – even if you don't answer them all make sure you skip over them to get to the end and publish your page.
- If you're a member of more than one book, you can click the name of the book in the upper left corner of the page and the other books you're a member of will appear.