

REUNION@

BACKTOBABSON

REUNION VOLUNTEER GUIDE

EVERYTHING YOU NEED
TO KNOW ABOUT MAKING
YOUR REUNION GREAT.

FACEBOOK BEST PRACTICES

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- » Social media is a powerful tool to reconnect, share news, and spread excitement for Reunion. Facebook has proved the most effective platform for Reunion committees. Class leaders bring their classmates together before coming to campus by creating, building out, and using their class's Facebook group.
- » A Facebook Group instead of a Facebook Page is better suited for class-based purposes. Due to changes made by Facebook, pages are designed for companies and larges causes. Posts to a group page will show up in your newsfeed, which is what we want!
- » Be sure to set your page to “Private” so that people have to request to join and can be approved only by an admin. This will help ensure only members of your class become members in the group.
- » When naming your group, it's best to keep it simple: Babson Class of xxxx
- » Consider adding other committee members as admins on the group. This will allow them to invite their Facebook friends from your class to join the group and also approve requests to join.
- » If you are looking for photos, Babson's Marketing Office has some available for download in the [ambassador toolkit](#), at www.babson.edu/ambassador. They are the correct resolution for the cover photo.
- » For photos specific to your class, [yearbooks for class years 1920–2007 are available online](#). How you are able to extract information from this archive depends on your browser; Internet Explorer is most compatible. With Internet Explorer, you have the option to crop and save images directly from the online yearbook PDF. With Google Chrome, a screen shot is your best option.
- » Make it fun! When posting, think about how to inspire conversation and activity on the page. Easy ways to get people interacting are:
 - › Posting a photo
 - › Posting a memory or a “remember when ...”
 - › Tagging others!
- » Keep it brief—long posts get cut off after six lines.
- » If you need additional resources to build your class's social media group, contact your Class Liaison, Aine McAlister, Associate Director, Class Engagement by phone at 781-239-4192 or by email amcalister@babson.edu.