



ELON CLASS FACEBOOK GROUPS

GOALS

- ❖ Engage alumni through class Facebook Groups in a creative, interactive and beneficial way.
- ❖ Weekly posts to the groups, with specialized posts for each of the classes in a reunion year.
- ❖ Increase the number of members per group and use it as a platform to increase the number of alumni serving as partners, advocates, and investors.

WHAT CAN VOLUNTEERS DO?

- ❖ Step 1: Join the Facebook group for your class year.
- ❖ Step 2: Participate each week with the posts in your class page by liking, commenting and posting your own content.
- ❖ Step 3: Encourage other friends and classmates to join the page and engage with the posts.

POST IDEAS

- ❖ **#VolunteerOfTheWeek**
 - Class reunion years post bi-weekly post with the senior photo of a reunion volunteer and a life update on what they have accomplished since leaving Elon as well as what they are excited about for the upcoming reunion. You could also include a current photo or family photo.
 - The yearbook photo will help classmates remember the volunteers by putting a face to a name.
 - 3 questions:
 - What have you been up to since graduating from Elon?
 - What would you like classmates to know about you?
 - Why are you excited about your ____ reunion?
 - The goal for these posts is Wednesdays between 10am and 12pm
- ❖ **#ThrowbackThursday #TBT**
 - On Thursdays, post a photo from each class year (reunion or not) and open the floor to those in the group to post a photo of them or others.
 - The goal is to help the groups to be more personalized and generate engagement and interaction among the alumni.
 - These will be **all** FB groups starting from 1965 – 2016, including milestone reunions.
 - Throwback photos can be accessed by annual giving student workers through the yearbooks.
- ❖ **#MaroonandGoldMonday**
 - This could be a post that brags about the university, such as Women's Basketball winning the CAA tournament. It could be something great happening on campus, a powerful E-Net article, or a post encouraging group members to post wearing their Elon gear.
- ❖ **#TriviaTuesday**
 - This is the idea to ask a question with a poll that gets people engaged and talking. Specific to the class or general to all
 - Examples include:
 - What is the current undergraduate population at Elon?
 - Elon Athletics questions like: Which team was the first to win their conference or a championship?