



Class Facebook group ideas

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?

- Join the Facebook group for your class year.
- Participate each week with the posts on your class page by liking, commenting and posting your own content.
- Encourage other friends and classmates to join the page and engage with the posts.

IDEAS FOR FUN POSTS:

#VolunteerOfTheWeek

- Class reunion years post bi-weekly with the senior photo of a reunion volunteer and a life update on what they have accomplished since leaving Wofford as well as what they are excited about for the upcoming reunion. You also could include a current photo or family photo. (The yearbook photo will help classmates remember the volunteers by putting a face to a name.)

Three questions you could ask:

- What have you been up to since graduating from Wofford?
- What would you like classmates to know about you?
- Why are you excited about your ____ reunion?

#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 themselves 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 Facebook groups from 1970 through 2015.
- Throwback photos can be accessed through the yearbooks.

#WoffordWednesday

- This could be a post that brags about Wofford, such as an athletics win or another national ranking. It could be something great happening on campus, a powerful Wofford Today article or a post encouraging group members to post wearing their Wofford gear.

#TriviaTuesday

- Ask a question with a poll that gets people engaged and talking. This can be specific to the class or general to all.

Examples include:

- What is the current undergraduate population at Wofford?
- Wofford athletics questions, such as which team was the first to win its conference or a championship?