

Social-media tips for alumni volunteers
September 2011

Social media has transformed the way people interact online. People are experiencing email overload. Audiences have a finite attention span. With our alumni social-media channels (blog, videos, photo sharing, Facebook, and Twitter) we aim to create content that you can re-use on your own.

Facebook is a great tool for generating enthusiasm and participation around Reunions, chapter events, etc. We recommend creating a “page” (not a “group”!), as anyone can easily “like” it (no need to “approve” new members), and all fans will be alerted when new updates are posted.

Format tip: “page” good vs. “group” bad! (the ReediEnews page is a good example of the best “page” format)

Learn more at: <http://www.facebook.com/help/?topic=pages>

After you've created a page, remember to maintain it by posting comments and/or photos from recent events; link to it as a “status update” on your own personal profile so that your friends/classmates will notice and “like” it.

Please consult with Robin Tovey '97 at toveyr@reed.edu when establishing or revising the Facebook presence for your chapter or reunion.

Resources:

<http://www.facebook.com/ReediEnews>

<http://www.facebook.com/ReedCollegeCentennialReedfayre2012>

http://twitter.com/reed_alumni

http://blogs.reed.edu/the_riffin_griffin/

http://www.flickr.com/groups/reed_alumni/

<http://www.youtube.com/user/reedalumni>

<http://www.reed.edu/hub/alumni/>