

# 10 Important Facebook® Tips When Planning a High School Reunion

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1. When deciding what **type** of Facebook page to create for your reunion planning needs, the most useful and flexible is a Facebook **Group** instead of an **Event** page. Groups can be quickly created directly from anyone's personal Facebook page and they appear to members of the Group as its own Facebook page. You can add or invite anyone to the Group, even if they are not on your personal Facebook "friend" list.

\*\* Most reunion committees today use automated ways to accept RSVPs and ticket sales **ONLINE** and directly from a Facebook **Group** page, so creating an **Event** page becomes a confusing and redundant place to direct your classmates to RSVP.

2. Don't expect to find **ALL** of your classmates on Facebook. Even the ones who you do find may not be **active** users everyday or may have opted to turn their Facebook notifications **off**. Even though the younger reunion classes (10-year & 20-year) will have more classmates using social media these days, many classmates will not be as regularly plugged in as others.

\*\* Think of Facebook as just **ONE** of your useful tools to locate and communicate with a segment of your classmates, while using additional useful methods such as email blasts, phone call campaigns and even snail mail when needed.

3. Finding classmates on Facebook and seeing posts that they are interested in coming is a good start, but this is only one small part of the reunion planning process. Getting the bulk of those classmates to **commit** to RSVP and purchase their tickets in a timely fashion is an important process that needs to be done methodically if you are to maximize your attendance.

\*\* The most successful reunions held across the country don't try to re-invent the wheel and they use proven methods and processes that help ensure that they maximize attendance.

4. Since some of your classmates will not be on Facebook or actively using it everyday, it's important to have some kind of other digital "**database of record**" to work with of your entire class. In the past, a lot of people used spreadsheets. With today's database technology, the manual aspects of using and maintaining spreadsheets has become obsolete. Having your entire class database centralized and **online** is how classes are eliminating a lot of the information management headaches and saving days of organizing and planning time.

\*\* Sending group emails, automatically tracking RSVP's, selling tickets online, managing reunion finances, printing reports, name badges, memory books and other items becomes an automated push-button task when using a well-designed database.

5. For those classmates who you do find on Facebook, giving them a simple and safe way to RSVP and purchase their tickets online **directly** from your Group page is vital. You also don't want to force your classmates to have to use PayPal or be a PayPal member just to buy their ticket(s).

\*\* Classmates should have one simple place to go to RSVP, buy tickets, see a current RSVP list, see the reunion details, update their profile information and see classmate yearbook photos.

6. Being able to smartly leverage classmates who you are able to find on Facebook is a powerful way to help find other classmates, even if they are not Facebook users. If you have an organized database of your entire class contact information, you should post a list of missing classmates on your Facebook Group. When all Group members view the missing list, many members will have contact information for at least one classmate on the missing list.

\*\* The **ABOUT** tab on your Facebook Group page is a good location to place the "missing list", along with other reunion details. If you just "post" information, it will eventually move down on the page and the ABOUT tab is always positioned at the top for easy access.

7. Collecting email addresses for email blasts is very important for successful reunion planning because not everyone reads their Facebook posts every day and some don't want to receive Facebook notifications. Instead of having to ask everyone for their personal email address through your Facebook Group page, it's easier to have the ability to direct your Group members to update their OWN contact information. This is another reason why it is good to have a COMPLETE online database of your entire class, independent of your Facebook Group.

\*\* When you have a complete class database that the committee can share and organize with online, contact information can be updated by everyone. Email addresses are the best piece of contact information to have for your classmates because they eliminate the need to call or snail mail these classmates.

8. If you have the ability to post a "current" **RSVP list** on your Facebook Group page, it will eliminate the need to keep answering the question "who's coming?" which will always come up as tickets start to sell for your event. Your RSVP list is another item that can also be placed under the Group's ABOUT tab for easy access.

\*\* Another reason to use some kind of class database with your Facebook Group is to have the ability to automatically generate an **always current** RSVP list which you don't have to keep updating and reposting.

9. It's also a good idea to create some kind of 1-page **invite page** which can just be a simple **PDF file** that contains all of your reunion details. You can post this PDF file under your Group ABOUT tab which keeps you from having to re-post reunion details every few weeks.

\*\* This **reunion details** PDF file mentioned above can also be attached to email blasts as a "digital invitation" so that classmates are able to forward the reunion details to other classmates who they may know on the missing classmate list.

10. When you have a Facebook Group page combined with a well organized and complete online class database, you do not need to spend more time and money creating a "class website". Before Facebook came along, class websites were a way for classmates to chat, upload photos and get reunion details. There is no need to replicate what Facebook has already created as long as you can augment your Facebook Group page with your own online class database.

### **The Perfect Facebook Companion Tool for Reunion Planning**

Regardless of how your reunion is being organized, if you and/or your committee members want to make sure all aspects of your reunion planning are being covered, [the attached printable PDF diagram here](#) may be of some help.

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