

Reunion Web Communications Guidelines

There will be a few times during the next year when your web community manager or social media chair will need to update your class/group website and social media outlets to add Reunion-related content. The following is a guideline for what should be added and when, along with a few best practices to help ensure that classmates will be able to easily find and understand the information they need to make decisions about attending their Reunion.

October

- Post Reunion dates prominently
- If applicable, share Reunion dates on your group's social media outlets
- Consider a dedicated Reunion page on your class website
- Reunion content should include:
 - Location of your class/group Reunion headquarters on campus and hotel information
 - Names and contact information of the Reunion chairs
 - Link to the university Reunion website - alumni.cornell.edu/reunion

January

- Post class/group specific bullets from your January mailing on your website or social media

April

- Post electronic copies of your class/group registration brochure
- Post link to online registration or share on social media
- List name and contact information of your Registration Chair

June

- Post-Reunion: share memories with your classmates via photos and messages about the success of Reunion
- Continue to post the link to the university Reunion website, directing classmates to great Reunion recap information, including news articles, photos, and videos of major events

Other Tips

- **Key contact information**
Your website should list contact information for key committee members – your affinity chair, registration chair, nominations chair, and class Reunion campaign chairs in addition to your Reunion chair(s).
- **Personalize your content**
Provide details but don't overload the site. Anything that can spark nostalgia, such as a "remember when" list or photos from previous Reunions, will effectively market Reunion. Likewise, anything special that your class/group has done during the past year, or any major effort on campus with which your class/group is involved, can be included.
- **Consider adding a class/group-specific Reunion FAQ section**
Having a Reunion FAQ will provide classmates with quick access to answers on the most often asked questions – your housing, parking, attire, etc. – and will cut down on your time answering them. This is especially helpful if you are sending a registration postcard rather than a brochure. In addition, be sure to point classmates to the university Reunion website for general Reunion and campus information.