

**Start conversation Celebrate successes Broadcast news Build interest**

**Increase attendance Increase involvement Increase donations**

* **Update more frequently**
  + Keep your profile looking fresh by updating the cover photo regularly and posting *at least* every few days. It’s like any website—if it isn’t immediately apparent that content changes, the user will not come back.
  + Repost from other Rice Facebook pages, provide links to interesting, relevant articles, photos from events or photos from around campus. What would interest your readers? Job resources? News about what’s happening on campus? (If you’re not sure what to post, look to other Facebook pages for ideas. See what other alumni groups are doing--at Rice, but also at other schools--and follow their lead. Stanford has trivia about alumni and a weekly photo identification contest.)
* **Show warmth, be a human**
  + When you promote an event, which you should be doing frequently in the time leading up to it, mention why people would actually want to be there. Instead of “Register online for the tailgate,” try “Bring your family for beer and burgers at the REA tailgate! We’re hoping to see both new and old faces.”
  + Make sure your conversations go both ways. Respond to questions, thank people for their comments or for help with events/donations.
  + Ask questions! Whatever you’re posting, if you can phrase it as a question, you’re more likely to get feedback.
* **Use your (online) connections**
  + Tag other Rice groups, people or Facebook pages (Once you “like” something, you can “tag” them by typing an “@” sign followed by their name. @Association of Rice Alumni) so that your group shows up on their page.
  + Go to other Facebook pages and comment, or like posts. When other people see you on pages they already visit, they might come visit yours.
  + The more people comment on your posts, the more likely the posts will show up on their friends newsfeed, expanding your reach.