

Class Leader Best Practices

Create and manage your Facebook group

Facebook is a good platform for a class to keep in touch. It is both user-friendly for your classmates and easy for you to manage. We recommend you to set up a group, instead of a page, which is more private and will better fit your needs.

Create a group

- Find out if a group for your class already exists, using the Facebook search tool. If it does, make sure to use this group. You can reach out to the administrator(s) of the group and contribute together.
- If a group does not exist, create one. You may want to create a **private group**.
- Regarding the name, we recommend you follow this model: "IHEID [Programme] Class of [year]". For coherence, we ask you to **use the year of graduation**.
- Then, search for your classmates and invite them to join the group. Make sure to share the link in the emails you send to your class.
- **Also, share the link to your group with the Alumni Office.**



Manage the group

- Post regular updates about the Institute, announcements about your anniversary, and other relevant information. **One post per month** is an ideal objective.
- Be creative and engage your classmates. Post pictures, publish polls to find the better location for your anniversary, for example, or invite them to publish pictures or memories.