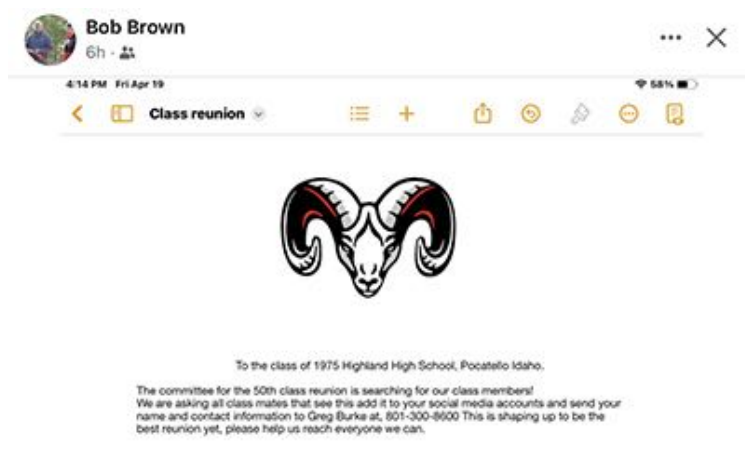


## SOCIAL MEDIA MARKETING 101

Aloha team ~

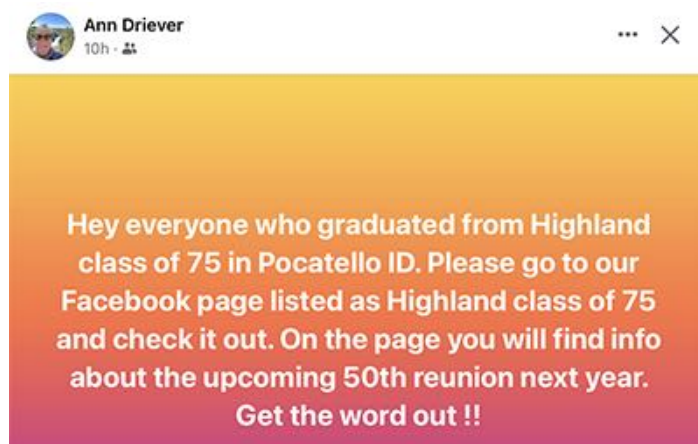
Great display of energy on *Facebook* today. Susan asked me what I do for a living ... I discipline data, business intelligence. People have too much information in our world. We're overwhelmed. Too much noise ... how does a group get noticed?

1. Look at Bob's post. Excellent work. Eye-catching logo. Text too small. Easy to miss.



2. Ann says "come to our Facebook page and check it out. What are they to check out? Is this our mission now? We want to SIGN UP classmates. She reaches out; she doesn't have a clear objective.

How about "come to our website to update your classmate information?" We need phone number and email addresses, right?



3. Jeff says, “this is official website ...” This is incorrect. It’s the Official Facebook page. Social media EXCITES, TEASES people. We drive them home ... to our website where we have all the complete information and registration.

4. Greg tells classmates to give him a call. What’s he going to do name, phone, contact info? Write it on paper? Send to Susan? Process causes mistakes.

We built a FORM for admin. This form is also used on the public side. Greg doesn’t need to write; Greg simply directs them to the form. We call this the **URL**  
<https://www.hhsrams1975.com/register>

**LIST CLASSMATES**

**ADD CLASSMATE**



<b>First Name</b>	<input type="text"/>
<b>Middle Name</b>	<input type="text"/>
<b>Last Name</b>	<input type="text"/>
<b>Maiden Name</b>	<input type="text"/>

Add HHS Classmate

They enter their information. Information goes to Susan. She verifies and adds to our database.

*We can have a CONTEST ... person who REFERS the most classmates wins a prize at the reunion.*

Make this fun. Refer the most classmates !!! Let classmates get excited; market for us. They want to come. More people equals more excitement. Energy builds on energy.



### Intro

This is the official website of the Highland High School 50th Year Reunion.



To the class of 1975 Highland High School, Pocatello Idaho. The committee for the 50th class reunion is searching for our class members!  
We are asking all class mates that see this add it to your social media accounts and send your name and contact information to Greg Burke at, 801-300-8600 This is shaping up to be the best reunion yet, please help us reach everyone we can.

Ann made my cry (just teasing) on this one. Are we really going to ask a millennial? I'm a proud BOOMER !!! Let me be honest. I taught this generation. I'm not going ask someone's daughter. Boomers pioneered this new media, and we got this!



Let me share some demographic information. We are the BOOMERS. Our parents, *The Greatest Generation*, saved the world. We *CHANGED* it. During our lifetime, good or bad, we altered the world more than any generation in history.

1. We now have the most money in history;
2. We have the most knowledge in history;
3. We have the best health in history; and
4. Now, as we're retired ... we have the most experience and *FREE TIME* in history.

We are unstoppable. So, no, please don't diminish our greatness needing to wait on someone's daughter. **LOL**

