



#WashU16 Social Media Guidelines

Communication Goals

Build pride. Celebrate accomplishment. Foster and energize community. Honor tradition.

Social Communications

- In an effort to unify conversations and build momentum we ask that all social media partners use the hashtag #WashU16 in social posts related to Commencement and graduating students.
- All content utilizing the hashtag will be pulled into a social media aggregation tool, which will be posted on the commencement homepage.

Suggested content and links for social – With the objective of creating unique postings separate from WashU’s main handle. This is a great opportunity to tell your unique story and celebrate the accomplishments of your grads. For example:

- Message from dean, director, well-known professor, etc. (best wishes and/or advice)
- Student spotlights and stories
- By the numbers statistics unique to your school
- Live tweet your school speaker and ceremony

Crowdsourcing

While the hashtag (#WashU16) is a great way to aggregate institutional messages, we would also like the graduating students to be top contributors in this effort. How?

- Communicate with students and/or student groups and ask them to utilize the hashtag to share moments, thoughts, good-byes, experiences, events etc. Examples:
 - Thank you to a favorite professor
 - Family and friend photos with your diploma
 - Senior week moments
 - First year photos
 - The lessons I will carry with me
 - “Day of” moments
- Physically promote the hashtag (#WashU16) on your materials and any word of mouth methods your group utilizes.

Recommended Timeline

- February-March: Develop strategy
- April-May: Execute tactics