

2023 Fall Convocation – Social Media Tips and Post Copy

Prepared by: Advancement Communications and Marketing

At fall convocation, November 6 to 9, the University of Toronto welcomes graduating students to the alumni community. And it's the perfect opportunity to leverage social media to celebrate the Class of 2023; foster a sense of pride and belonging; communicate the lifelong benefits of being a U of T grad; and encourage our newest alumni to stay connected by updating their contact info.

Your partners at Advancement Communications and Marketing have created this tip sheet to help your division, college or faculty make the most of your social media presence during fall convocation.

Amplification

Follow @UofTAlumni's social media channels on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X \(formerly Twitter\)](#) to keep up with ACM's promotional efforts. We will be posting pre, during and post-convocation—feel free to amplify our content via Repost on X or by sharing on Facebook, LinkedIn or Instagram Stories. Want to post your own organic social media content? See the suggested copy below.

Sample Post Copy

Customize and leverage this copy for your division's social media channels. Remember to include an image, URL and optimize tags, depending on the channel. Keep an eye on character counts.

Photobooth and Grad Gift

- Congrats #UofTGrad23! After your ceremony, join the celebration in front of Con Hall and pick up your new grad pin—a convocation gift from your alma mater. Or get yours at the photo booth in the St. George U of T Bookstore. Find more details: [INSERT LINK]

Email Capture Contest

- Class of 2023, this isn't goodbye. It's welcome! As a new @UofT grad, you're now part of the amazing #UofTAlumni community. Update your contact info to enter the Apple AirPods Max contest and keep the U of T connection going. [INSERT LINK] #UofTGrad23

Alumni Benefits

- Congrats #UofTGrad23! The moment you graduated, you joined an amazing community of #UofTAlumni who can't wait to welcome you. Make the most of the events, connections, mentoring and other perks of being a @UofTalum: [INSERT LINK]

Hashtag (#UofTGrad23)

Include the official campaign hashtag in all your posts so we can share and amplify them on alumni social media channels. The same hashtag appears in both the fall and spring convocation campaigns.

URL

This website is a one-stop-shop for all the benefits available to new U of T grads:

<https://alumni.utoronto.ca/new-grads>

Encourage your audience to visit the new grad website, where they can learn about perks, browse pics from the photo booth, see upcoming events and more.

Images

Select images here to enhance your social media content for fall convocation. [Download here](#).

Issues Management

At any time, our online community may leverage our social media presence to share their questions and comments about the university and other global issues. Many of these issues are sensitive in nature and constantly evolving. If you receive responses that raise concerns, notify the appropriate DUA and U of T Communications staff to seek guidance and learn about potential next steps.

To find out more and ask questions, contact:

Ashley Meehan-Dhoat, Digital Community Coordinator,
University Advancement
416-946-7073
ashley.meehan@utoronto.ca

Kimberly Lyn, Digital Editor & Community Manager,
University Advancement
416-978-2102
kimberly.lyn@utoronto.ca