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# Alumni Reunion 2023

## Social Media Advice and Tips

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The 2023 lineup of in-person events and online options will build on the unprecedented popularity of last year's Alumni Reunion. Leveraging social media in engaging ways will foster excitement for this year's events and help you strengthen your alumni's connection to U of T.

The Advancement Communications and Marketing team has put together these simple tips to help your division, college or faculty make the most of your social media presence during Alumni Reunion 2023.

- **Hashtag (#UofTReunion):** Use the official event hashtag in your posts so we can share and amplify your content on alumni social media channels.
- **URL:** Encourage your audience to find out more and register by including the Alumni Reunion homepage URL in your posts. Any potential updates to evolving public-health guidance will also appear on the website: [alumnireunion.utoronto.ca](http://alumnireunion.utoronto.ca)
- **Brand Portal:** Download and access marketing resources such as templates and images in the [Alumni Reunion digital toolkit](#) — part of the Brand Portal.
- **Build hype:** To drive attendance and participation, it's important to build awareness and excitement in the lead-up to your events. We recommend scheduling your social media posts a minimum of **two to three months** in advance. **Two to three weeks** out from Reunion, increase the frequency of your posts, and boost high-performing content on your channels to maximize online exposure.
- **Copy and calls-to-action (CTAs):** Social media is a crowded place. To break through the noise, write short and clear posts. For example, include the event date and time, as well as a direct CTA at the beginning of your post copy. Lines like "Sign up now" and "Don't miss this event!" add a sense of urgency and drive registration.
- **Include a variety of images:** For virtual events, try not to show too many images of people in front of computers or mobile devices as this can get repetitive. Instead, consider using images that highlight the content or convey the event experience.
- **Avoid text on images:** This format is neither accessible nor [AODA compliant](#) as screen readers can't decipher text on top of images, which is even harder to read on mobile devices. Always place text outside the image area and use the alt text option to describe the image.
- **Social media features:** To create a more interactive experience, make the most of features offered on your social media channels: the countdown, link sticker and quiz functions on Instagram Story, the polls on various channels and more.
- **User-generated content:** Engage with your audience by amplifying, sharing and replying to content with the **#UofTReunion** hashtag. This is an effective way to foster a sense of community while creating anticipation for your Reunion events.
- **Issues management:** At any time, our online community may leverage our social media presence to share their questions and comments about the University and Alumni Reunion. Many issues are sensitive in nature and constantly evolving. If you receive responses that raise any concerns, notify the appropriate DUA and U of T Communications staff to alert them, seek guidance and learn about potential next steps.
- **Updates to public-health guidelines:** If you ever need to change or cancel an event, post details on your social media channels. Please amplify any relevant posts about changes to flagship Reunion events.

Follow @UofTAlumni's social media channels on [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#) to get the most up-to-date information about Alumni Reunion.

If you have questions or would like to access our social media content calendar, please contact:

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