

welcome to YOUR CITY



Welcome to Your City—October 2021

Harvard alumni from the Classes of 2012 through 2021 will be coming together with local Harvard Clubs, participating Shared Interest Groups, and local College volunteers for Welcome to Your City on **October 21**. This event series will be held both virtually and in person this year and will be a great, informal way for recent graduates to connect with other locally based, recent Harvard alumni.

Social Toolkit

For those Clubs, SIGs, and volunteers with existing social platforms, we have built out a toolkit to provide fun and interactive ways in which you can engage with registrants ahead of the event! Producing great social content? Tag us and we will feature it on our page:

Facebook: facebook.com/harvardalumniassoc

Twitter: twitter.com/HarvardAlumni

Instagram: instagram.com/harvardalumni

Use the official hashtag, **#HarvardNetwork**, for any Welcome to Your City (WTYC) social marketing ahead of your event and for any content/photos posted the day of your event. Using the official hashtag will automatically pull your content into the WTYC social feed found here: alumni.harvard.edu/programs-events/wtyc.

We are providing you with a few branded visual assets to use across your social platforms to help engage registrants and potential registrants in the days leading up to your event. Below, we will give examples of how you can use the different social assets.

GATHERING REGISTRANTS' SOCIAL HANDLES

In order to find your registrants on social, you can navigate to your city's event page on alumni.harvard.edu/programs-events/wtyc/city-directory and review your "Who's Coming" list for registrant-provided social handles.

QUESTIONS?

Feel free to contact Shae Callahan at shae_callahan@harvard.edu with any questions regarding marketing your event on social.

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INSTAGRAM

Instagram (IG) stories are a way for you to connect with attendees who have provided their IG social handles prior to October 21. You can target message your WTYC attendees on IG by creating a close friend circle.

Use the questions sticker—Using the provided Story background, ask questions to attendees about formal and informal things: What professional industry are you in? What did you study at Harvard? What do you want to get from your Harvard network? What is your favorite spot in [INSERT CITY]?

Templates to use:



Build event anticipation—Have your club leaders share videos with your registrants expressing their excitement and previewing some content or discussion points.

Share a pre-event countdown—Using the countdown sticker, share a pre-event countdown with registrants. We are providing countdown GIFs to post on your social accounts and stories up to five days prior to the event.

Templates to use:



Remind attendees to share—Ask registrants to share content on their social platforms using the hashtag **#HarvardNetwork**; ask them to share their favorite city selfie and feature on your Story; ask registrants to share their best words of advice or excitement

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with other registrants; share photos of your virtual or in-person event on their social platforms.

Crimson Trivia: WTYC Edition—We have taken our signature Crimson Trivia and applied the WTYC branded look to provide your Club a fun way to share fun information about Harvard, your Club, and your respective cities, as well as gauge participant preferences, etc. You can use the questions or poll Instagram Story sticker to make these quizzes fun and interactive!

Templates to use:



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TWITTER

Although you cannot target your registrants on Twitter, it is an easy platform to solicit content from your followers to share with your attendees.

Change your Twitter banner image—We have shared a WTYC Twitter banner with you that you can post leading up to your city's event.

Start a question thread—Ask your followers to share their advice to the newest members of the Harvard community—this advice can be professional, social, or specific to your city (making the best of [INSERT CITY HERE]).

Hashtags are opportunities—Share thoughts, memories, and photos using #throwbackthursday, #wisdomwednesday, etc. to build anticipation and excitement up to the event. Don't forget to always include the official hashtag #HarvardNetwork so your social content is pulled into the feed found on the WTYC landing page.

Use your network—When prompting your followers to share content, make sure you retweet what others share.

Make it specific to your city—Help the newest Harvard members get excited about their network in your city! Always bring elements of your location into your social campaign.

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FACEBOOK

Your Facebook page has the ability to create groups that are associated with your page, but create a separate environment for WTYC registrants to communicate with each other and build anticipation about the event.

Change your Facebook banner image—We have shared a WTYC Facebook banner with you that you can post leading up to your city’s event.

Create your city’s event on your Facebook page—Creating your city event on your Facebook page will allow alumni who follow your page to bookmark the event, mark their attendance for others to see, and create a social reminder for the time of the event. Creating an event on your Facebook page will also allow you to create countdown reminders for it on Facebook stories.

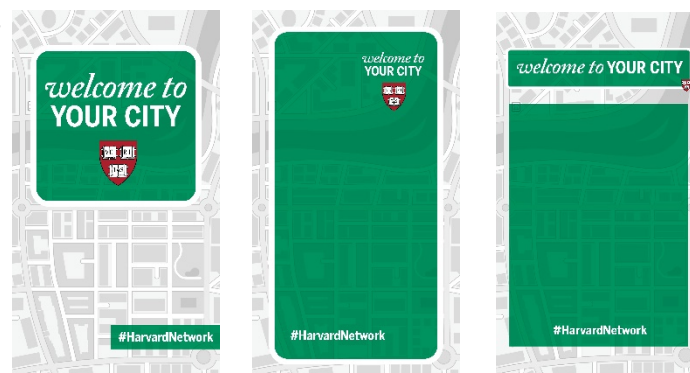
Introduce yourself—Start the group out by asking registrants to introduce themselves. Have basic questions that allow registrants to get to know each other but also make it fun: e.g., Name, School, grad year, and what you had for breakfast.

Start discussion thread—There are many reasons why alumni have signed up for WTYC! Use this subgroup to start threads about registrants’ professional and personal interests.

Use the polling function—Poll your registrants! Ask what topics they would want to discuss at WTYC or about the biggest adjustment they have had post-grad. Keep the topics light, fun, and choose topics that would generate conversation.

Use the questions sticker—Using the provided Story background, ask questions to attendees about formal and informal things: What professional industry are you in? What did you study at Harvard? What do you want to get from your Harvard network? What is your favorite spot in [INSERT CITY]?

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