

GLOBAL NETWORKING NIGHT

Harvard Alumni Association



Global Networking Night 2023

Harvard alumni from around the globe will be coming together with local Harvard Clubs and Shared Interest Groups to network on Thursday, March 16, 2023. Alumni will have an opportunity to build their #HarvardNetwork through a variety of in-person and virtual meetups.

Social Toolkit

For 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—seeing great social content? Tag us @harvardalumni, and we will feature it on our page!

Use the official hashtags **#HarvardNetwork** on your social media pages to see your content on our website here:
<https://alumni.harvard.edu/programs-events/gnn>

INSTAGRAM

Instagram (IG) stories are a way for you to tag, share and cover your GNN events in real-time.

Use the questions sticker

Ask attendees questions to build excitement: What professional industry are you in? What did you study at Harvard? What do you want to get from your Harvard network?

Build event anticipation

Share videos with registrants expressing your excitement and previewing some content or discussion points.

Share a pre-event countdown

Using the countdown sticker, share a pre-event countdown with registrants.

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TWITTER

*Twitter is a great platform to use the event hashtag **#HarvardNetwork**. Public profiles that use this hashtag with images will be featured on the GNN page and the HAA social media channels.*

Start a question thread

Ask your followers to share how their **#HarvardNetwork** helped with career growth or ask alumni to provide a piece of advice for professional growth.

Hashtags are opportunities

Share throwback group photos using **#HarvardNetwork** to build more excitement.

Use your network

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

GIFs

*We've created custom GNN GIFs and Stickers that can be used throughout the promotion of your event on LinkedIn, Facebook, Messenger, Instagram Stories, and messaging apps. In the GIF/Sticker search option, type "**Harvard Network**" for GNN options.*



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#HARVARD
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HARVARD
**SHARED INTEREST
GROUPS**



QUESTIONS?

Feel free to contact Kimberly Delehanty at kimberly_delehanty@harvard.edu with any questions regarding marketing your event on social.
