

#YorkUImpact Project – 2017.03

Social Media Campaign

Date: July 30, 2018

Key Information

Objective: With another Red & White Day (and another #YorkUImpact whiteboard engagement initiative) now behind us, we now have a large store of exceptional impact statement images waiting to be shared with the online York community. Not only will exposure to our #YorkUImpact gallery increase awareness of Impact: The Campaign for York University and our belief that all community members have individual, personal stories of impact, but it will also drive additional online story/statement submissions and increase familiarity with the whiteboard engagement project moving forward.

Timeline: April 2017 (inclusive)

URL #1 (Primary): <http://impact.yorku.ca/yorkuimpact-is/>

URL #2: http://impact.yorku.ca/usp_form/user-stories/

URL #3: <http://impact.yorku.ca/>

Hashtag(s): #YorkU; #YorkUImpact

NOTE: In addition to the collage images provided, users are encouraged to browse the #YorkUImpact gallery to find individual photos that they believe would be worthwhile to share with their online communities. Sample text for these more specific posts can be found below, along with the general content.

Sample Content

Short-Form (Twitter)

Every member of the #YorkU community has their own personal story of impact – discover them all!
<http://impact.yorku.ca/yorkuimpact-is/> #YorkUImpact

Discover the many unique ways #YorkU students, alumni, donors, faculty, staff and friends are defining impact
<http://impact.yorku.ca/yorkuimpact-is/> #YorkUImpact

From our students to our alumni, our donors to our faculty and staff, #YorkUImpact is made up of thousands of stories – discover them all and tell us your own: <http://impact.yorku.ca/yorkuimpact-is/> #YorkU

What does #YorkUImpact mean to you? Share your story and discover hundreds more from the #YorkU community:
<http://impact.yorku.ca/yorkuimpact-is/>

By sharing your #YorkUImpact, you join hundreds of students, alumni, donors, faculty and staff in writing the #YorkU story:
<http://impact.yorku.ca/yorkuimpact-is/>

“#YorkUImpact is... (MESSAGE FROM SIGN)” Do you have your own #YorkU impact story? Share it with us now!
**paired with individual #YorkUImpact photo downloaded from gallery (URL #1)*

Long-Form (Facebook/Instagram)

Every member of the #YorkU community has their own personal story of impact. Though each story is unique and important in its own way, they are also each a chapter in the University's overall story of impact – and as more chapters are written with every passing day, this impact is only getting stronger. Discover the many ways our students, alumni, donors, faculty, staff and friends are defining #YorkUImpact and add your own chapter to our story: <http://impact.yorku.ca/yorkuimpact-is/>

How has your #YorkU experience made an impact on you? Has it enabled you to make an impact of your own? What does impact mean to you? Join hundreds of other students, alumni, donors, faculty and staff in writing the #YorkU story by sharing your #YorkUImpact: <http://impact.yorku.ca/yorkuimpact-is/>

“#YorkUImpact is... (MESSAGE FROM SIGN)” This is just one of the thousands of impact stories our students, alumni, donors, faculty and staff have shared with us – stories that define York University and all the ways it is empowering people to do great things and affect change. Do you have your own #YorkU impact story? Share it with us now!
**paired with individual #YorkUImpact photo downloaded from gallery (URL #1)*

**add link to description for Instagram posts*