

2023 ALG Fall Campaign: Social Media Guide for Divisions

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Document Purpose

The purpose of this document is to provide you with support and best practice guidance to participate in Annual Leadership & Giving's fall campaign. Please participate using your social media channels (where appropriate), to help raise awareness about the campaign and encourage your online community to donate to your division.

If any questions arise during the campaign related to social media, please email Kimberly Lyn (Kimberly.lyn@utoronto.ca) and Ashley Meehan ashley.meehan@utoronto.ca.

Social Media Posts: U of T Alumni

- **U of T alumni:** starting the week of October 30, the central U of T alumni social media channels ([Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#)) will publish posts throughout the campaign period to encourage online audiences to donate to the university; this also includes posts leading up to and during GivingTuesday (November 28).
 - Amplify: please amplify and share our content on your social media channels to increase awareness about the campaign!
 - Hashtag: #DonateUofT is the official hashtag to promote the campaign on Facebook, Instagram, LinkedIn and Twitter. Please use this hashtag in your social media posts where appropriate.
- **GivingTuesday (November 28, 2023):** this annual, international giving day is also being incorporated in ALG's 2023 fall campaign. In addition to using the official #donateUofT hashtag, the #GivingTuesdayCa hashtag will be added to social media posts as appropriate.

Social Media Posts: Divisions

- **Scheduling posts:** we encourage divisions to complement their social media schedule with the central U of T alumni channels, to ensure message consistency, campaign alignment, and audience awareness. Posts should commence during the week of October 30 to November 28 (GivingTuesday).
 - **Sample post:** the alumni social media team has developed a standard campaign and giving Tuesday sample post for you to customize and use, if you wish (see following slide)
 - **Post frequency:** we encourage you to find a balanced approach to publish campaign content that aligns with your division's post schedule
 - **Images:** if you wish to use the image of your featured individual and need support with formatting email Andrea Ng (andrealouise.ng@utoronto.ca)
 - **Hashtags:** the official campaign hashtag is **#DonateUofT**. For GivingTuesday (on November 28), please add the hashtag **#GivingTuesdayCa** to your posts – hashtags should be used in your social media posts where appropriate.
 - **Amplify:** please tag/mention @UofT alumni in your posts, so they can be shared and amplified by the central alumni channels to increase campaign awareness.

Sample Posts

- **General campaign post:**

You can help increase access to education. By saying YES, you'll pave the way for the next generation of changemakers to tackle the most pressing challenges of their time. #DonateUofT

- **GivingTuesday (November 28) post:**

Today is #GivingTuesdayCA. Mark this international day and say 'Yes' to giving back with a gift to #UofT. Your donation can open doors for students, helping them to become tomorrow's changemakers.

Issues Management

In the event we receive questions, comments or concerns about the fall campaign via social media, ACM has developed several Q&As. High ethics and judgment will be used before and when replying to criticisms and concerns. If any issues on social media arise Kimberly Lyn (Kimberly.lyn@utoronto.ca) or Ashley Meehan (ashley.meehan@utoronto.ca) will be the point of contact and will flag issues with the appropriate people.

Issues Management (Continued)

Issue	Response
U of T only communicates to alumni when they need money	We communicate to alumni year-round about University news, information and events. If you're not receiving messages/emails from us, please update your contact information here: http://alumni.utoronto.ca/addressupdate
I'm not giving money to U of T; I already owe thousands of dollars in student debt.	There are many ways for alumni to support their University. One of our campaign goals is to increase engagement with alumni. Those who are not in a position to give, may wish to give their experience and skills as volunteers and mentors. We welcome and encourage such involvement. We know our donors go through periods where their ability to give is affected and we hope that it won't stop anyone from being involved in our vibrant University community.
I was inspired by a story and want my donation to go to support that researcher, but I don't see them listed on the online giving site.	The stories featured online represent some of the many amazing programs that benefit from donor gifts. Your gift to [FACULTY NAME] will help to support similar programs in need.
Why are all the people in your campaign people of colour?	Thank you for your inquiry. The people featured in the digital campaign are representative of our current student body and were asked to take part in this campaign since they are U of T students and researchers who are recipients of donor support. We value and have a commitment to equity, diversity and inclusion, which is represented in our student and researcher community. The selection process for this campaign was also anonymized to account for unconscious bias. If you have further questions or concerns, please provide your phone number and someone from U of T's Annual Leadership & Giving team will be happy to speak with you.

Issues Management (Continued)

Issue	Response
<p>What funds are being raised to assist BIPOC communities at U of T?</p>	<p>There are numerous funds across a wide range of faculties, colleges, and professional schools being raised to assist BIPOC communities at U of T. To view these funds and learn more about them, you can go to engage.utoronto.ca and use the keyword search tool.</p>
<p>I want to donate to a fund that helps BIPOC and the LGBTQ+ community at U of T. Where can I make a gift?</p>	<p>There are numerous funds across a wide range of faculties, colleges and professional schools that support BIPOC and the LGBTQ+ community at U of T. You can go to engage.utoronto.ca and use the keyword search tool to view these funds and make a gift.</p>
<p>At any given time, our online community may leverage in-market campaigns as an opportunity to share their concerns and thoughts about topics pertaining to the U of T community. Many issues are constantly evolving and due to their sensitive nature, we will flag and consult the appropriate DUA executive(s) and U of T Communications to alert them, seek guidance and potential next steps.</p>	<p>This list is not exhaustive but presents a snap-shot of various issues which should be immediately brought to the attention of the appropriate DUA executive(s) and UTC:</p> <ul style="list-style-type: none"> • Academic freedom • Anti-Semitism on campus • Canadian Association of University Teachers' (CAUT) censure of the University • Canadian Indian residential school system • COVID-19 (classroom ventilation, fall return to campus, fourth wave, public health guidelines and vaccinations) • Divestment of fossil fuels • Faculty members • Islamophobia • LGBTQ+ issues • Student mental health • Racism (anti-Black, anti-Asian, anti-Indigenous, gender, etc.) • Sexual harassment • Tuition fees