

Defy Gravity Campaign: Social Media Guidance and Tips

We are excited to be working alongside you to increase engagement with **Defy Gravity: The Campaign for the University of Toronto**. This new campaign will help U of T's bold and compassionate thinkers address some of the world's toughest challenges. Our U of T community has a rare opportunity to inspire the next generation of problem-solvers and shape a more just, sustainable, and healthy future for everyone.

The Advancement Communications and Marketing (ACM) team has put together these simple tips to help your college, division or faculty make the most of your online presence throughout the Defy Gravity campaign.

Hashtag: use the official campaign hashtag (**#UofTDefyGravity**) in your social media posts — organic and amplified — so we can share and amplify your content on the central and alumni social media channels. Using this hashtag also helps us unify our online communities and reinforce the campaign brand, making it memorable and recognizable across digital channels.

Campaign website: we encourage you and your audience to learn about the campaign by visiting the Defy Gravity website. You can include links to the homepage and initiatives web pages as appropriate in your social media posts: defygravitycampaign.utoronto.ca

Defy Gravity brand: to learn about the campaign's brand guidelines (i.e., creative applications, fonts, templates and more) visit the [Brand Portal](#). **Check back frequently** as more materials will be added on an ongoing basis as the Brand Hub continues to work on the full brand roll out.

Live content calendar: the ACM social media team has developed a live, online content calendar where you can learn about upcoming posts, and access approved post copy and rich media assets like images and videos. Please follow the recommended publication dates and check the content calendar often as we are always updating it. See the [content calendar \(with its multiple tabs\) on OneDrive](#).

Divisional campaign initiatives: please promote your college, division or faculty's campaign initiative webpage to your online audiences. This will help to create more awareness, further encourage audience participation in the campaign and increase traffic to the website.

Other image assets: In addition to the approved Defy Gravity images available on the content calendar, you can access images by theme in the [campaign photo bank](#). For non-campaign related materials, please visit the [U of T digital media bank](#).

Calls-to-action (CTAs): to encourage conversions (clicks) to the campaign website or initiatives' web pages, please include direct CTAs (along with the URLs) in your social media posts. Examples include: read more, learn more, discover now, find out how, explore more, participate now, get involved, etc.

Social media features: to create a more interactive experience, make the most of the features your social media channels offer, such as Twitter polls and Instagram Story's countdown, quiz, and link sticker functions.

User-generated content and amplification: sharing posts and content created and published by your online community is a great way to recognize their engagement with the University and the Defy Gravity campaign. Make sure to like, share and retweet their posts as appropriate on your channels.

Avoid text on images: text on top of images is inaccessible and doesn't comply with the Accessibility for Ontarians with Disabilities Act (AODA). Screen readers can't decipher information presented in this format. On mobile devices, this text shrinks. Use your post copy to provide context or alt text to describe the image.

Issues management: in the event you receive questions, comments or concerns about the campaign, please use good judgment when and if responding. At any given time, our online community may leverage in-market campaigns as an opportunity to share their concerns and thoughts about the University and the campaign. Many issues are sensitive in nature and constantly evolving. Please flag and consult the appropriate DUA and U of T Communications staff to alert them, seek guidance and learn about potential next steps.

- [Defy Gravity FAQ web page](#) – feel free to direct community members to the Defy Gravity FAQ web page to learn more about the campaign.

Follow: For the most up-to-date information, follow the alumni social media channels on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

If you have any questions, please contact:

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