



HOMECOMING 2022

SOCIAL MEDIA GUIDE

SEPTEMBER 2022

GENERAL TIMELINE



- **Kickoff Hype Video**
 - Two months out — Aug. 27
- **General promo tweets**
 - Begin Aug. 27 and continue throughout
- **Share reunion videos in FB group**
 - Begin Sept. 6 and continue throughout
- **Promote individual central PAE events**
 - Begin Oct. 1



THE TOOLKIT

- DIGITAL ASSETS
- VIDEOS
- PHOTOS
- CUSTOMIZABLE CONTENT

Download content to use in social posts from this [Box folder](#).

Find it in [Sprout Social](#) as a campaign.

TIPS FOR COLLEGES, UNITS & PROGRAMS

TIPSHEET

- Use #EverWild on all posts
- Include a photo or graphic in all posts (assets are provided)
- Promote your unit's events as well as campus-wide events
- Encourage followers to return to campus for events
- Encourage followers to help spread the word about Homecoming events
- Share the importance of staying connected to your alma mater

EVER WILD

HOMECOMING 2022



SAMPLE POSTS

We are so excited to welcome our alumni back to campus for Homecoming 2022! #EverWild Check out all the events at arizonaalumni.com/homecoming

Reconnect and reminisce. Come back to @uarizona for Homecoming and show off your Wildcat pride! #EverWild #WildcatForLife arizonaalumni.com/homecoming

Homecoming is a 107-year-old @uarizona tradition. Tell us about your favorite Homecoming memories! #EverWild arizonaalumni.com/homecoming

You are a #WildcatForLife. Return to campus for Homecoming 2022 and reconnect with your Wildcat spirit and pride. #EverWild arizonaalumni.com/homecoming



TIPS FOR FACULTY/STAFF, STUDENTS & FRIENDS

TIPSHEET

- Use #EverWild on all posts
- Include a photo or graphic in all posts (assets are provided)
- Faculty/staff should promote your unit's events as well as campus-wide events
- Share why you are excited about Homecoming or what events you are most looking forward to
- Encourage alumni/friends to return to campus for events
- Encourage alumni/friends to help spread the word about Homecoming events



SAMPLE POSTS

Our favorite @uarizona traditions —
Don't miss Homecoming 2022! #EverWild
arizonaalumni.com/homecoming

Let's kick off Homecoming
weekend tomorrow at the Lighting of "A"
Mountain! Head down to MSA Annex at
6 p.m. for the celebration and watch the
"A" glow over Tucson. #EverWild
arizonaalumni.com/lighting

Reconnect and reminisce. Come back to
@uarizona for Homecoming and show off
your Wildcat pride!
#EverWild #WildcatForLife
arizonaalumni.com/homecoming

Let's make this Homecoming the best one
yet! Tell all your Wildcat friends to return
to campus for the
celebrations! #EverWild
arizonaalumni.com/homecoming



CONTACT US

Reach out to our team at
homecoming@al.arizona.edu
and we will respond promptly.