

SCHOLARS WEEK

Social Media Plan



Western Washington University
Bellingham, Wash.

WELCOME

Welcome to the Western Washington University Scholars Week Social Media Guide. We hope that in reading this guide you are able to better navigate Instagram for Scholars Weeks purposes.

The following document was made to support you in all of your Scholars Week endeavors. Please consider the following recommendations to ensure that WWU Scholars Week is easily recognizable by audiences. Thanks!



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INSTAGRAM'S COMM. FUNCTION

Most importantly, a Scholars Week Instagram profile will provide a space for a broad audience to celebrate academic excellence. It will allow current WWU students, alumni, participants' families and friends, and the Bellingham and Whatcom County communities to engage with and learn from the scholarly work of students.

HASHTAGS

Hashtag Brainstorm

#wwuscholarsweek

#wwuSW24

#wwuposteressions

#wwu3MT

#celebratewwuscholars

#wwuscholars

#wwuvikingscholars

#celebratescholarswwu

#scholarsweek3MT

#wwustudentresearch

#wwuSW

#wwuacademicexcellence

