

# Yale Alumni

## Cross Campus Media Kit *for Alumni*

The Yale Alumni Association (YAA) is excited to launch [Cross Campus](#), Yale's new, online networking, community-building, and mentoring program. Cross Campus facilitates relationships across the entire university including alumni-to-student and alumni-to-alumni connections. That's why your support during and after the launch of Cross Campus is critically important to its success.

We've gathered ready-to-share content and suggestions for best practices to help you spread the word to your peers, alumni volunteers, and other members of the Yale community.

### Best Practices

- Tag the official Yale Alumni Association accounts when posting.
  - @YaleAlumniAssociation on Facebook
  - @YaleAlumni on Twitter and Instagram
- Use #YaleAlumni when posting, especially to an alumni audience.
- Always include the Cross Campus URL: [crosscampus.yale.edu](http://crosscampus.yale.edu).

### Facebook

- I cross campus... will you? With Cross Campus, I'm connecting with fellow Yalies willing to be mentors and share life wisdom. Join me on Yale's new online networking and mentoring program, launched through the efforts of **Yale Alumni Association**: [crosscampus.yale.edu](http://crosscampus.yale.edu) #YaleAlumni
- Fellow Yalies are looking to connect with us! On Cross Campus, you can give and get career mentorship and life wisdom through Yale's new online community-building program, brought to you by the **Yale Alumni Association**. I cross campus... will you? Meet me on [crosscampus.yale.edu](http://crosscampus.yale.edu). #YaleAlumni

### FOR POSTING AFTER STUDENT LAUNCH

- I cross campus... will you? With Cross Campus, it was easy to connect with students in search of mentorship and life wisdom. Launched through the efforts of **Yale Alumni Association**, Cross Campus is open to all students and alumni now: [crosscampus.yale.edu](http://crosscampus.yale.edu) #YaleAlumni

### Twitter

- I cross campus... will you? It was easy to connect with fellow Yalies willing to be mentors and share life wisdom on Cross Campus. Meet me on [crosscampus.yale.edu](http://crosscampus.yale.edu) #YaleAlumni @YaleAlumni

- Fellow Yalies are looking to connect with us! Give and get wisdom on Cross Campus, Yale's new community-building platform. Meet me on [crosscampus.yale.edu](http://crosscampus.yale.edu)! #YaleAlumni @YaleAlumni

**FOR POSTING AFTER STUDENT LAUNCH**

- I cross campus... will you? It was easy to connect with students in search of mentorship and life wisdom using Cross Campus, Yale's community-building platform. Meet me on [crosscampus.yale.edu](http://crosscampus.yale.edu) #YaleAlumni @YaleAlumni

## Instagram

- 🙌 I cross campus... will you? So excited to connect with our Yale community on Cross Campus, Yale's new online networking and mentoring program, launched by @YaleAlumni. Meet me on [crosscampus.yale.edu](http://crosscampus.yale.edu) today! #YaleAlumni #Yale

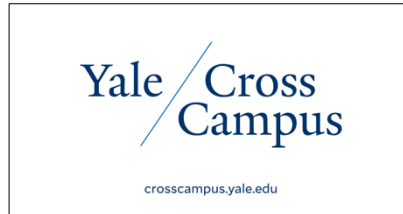
**FOR POSTING AFTER STUDENT LAUNCH**

- Fellow alumni and current students are looking to connect with us on Cross Campus, Yale's new online community-building program. Give and get career mentorship and life wisdom with the entire Yale community! Meet me on [crosscampus.yale.edu](http://crosscampus.yale.edu). @YaleAlumni #YaleAlumni

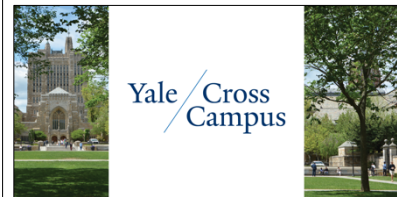
## Images



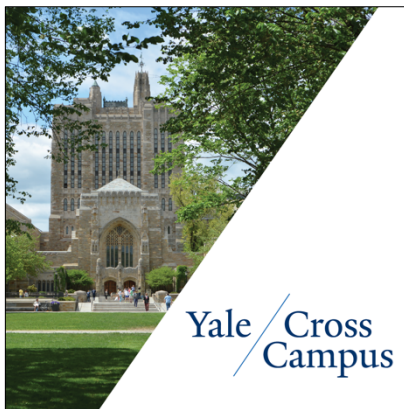
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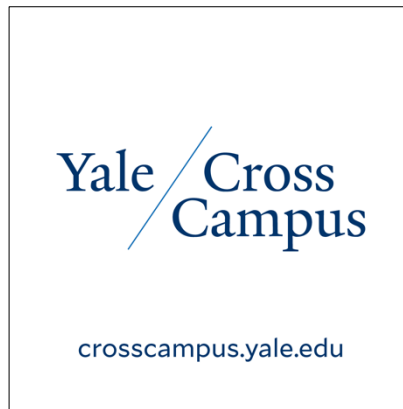
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CrossCampus\_Twitter.png



CrossCampus\_Instagram01.png



CrossCampus\_Instagram02.png