Yale Alumni

Cross Campus Media Kit
for Campus Partners

The Yale Alumni Association (YAA) is excited to be partnering with the Yale Graduate School of Arts and Sciences and Yale professional schools to ensure the successful launch of Cross Campus. As Yale's new, online networking, community-building, and mentoring program, Cross Campus facilitates relationships across the university — whether that's alumni to student or alumni to alumni.

We've gathered ready-to-share content and suggestions for best practices to help you spread the word among your direct audiences.

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.

Facebook

- We cross campus. Will you? Introducing a new way to connect to our Yale community: Cross Campus, Yale's online networking and mentoring program, brought to you by the **Yale Alumni Association**. You can connect now — visit crosscampus.yale.edu today! #YaleAlumni
- Attention alumni — fellow Yalies are looking to connect with you! On Cross Campus, you can give and get career and life wisdom through Yale's new online networking and mentoring program, brought to you by the **Yale Alumni Association**. Start today at crosscampus.yale.edu. #YaleAlumni

FOR POSTING AFTER STUDENT LAUNCH

- Calling all students! Want to connect with alumni who have been where you are? With Cross Campus, Yale's online mentoring program from the **Yale Alumni Association**, now you can. Start meeting alumni today at crosscampus.yale.edu. #YaleAlumni

Twitter

- Introducing Cross Campus, your university-wide, community-building platform. Start connecting online now: crosscampus.yale.edu. Brought to you by **@YaleAlumni** #YaleAlumni

- We cross campus. Will you? Join the growing community of students and alumni making meaningful connections today: crosscampus.yale.edu. Brought to you by **@YaleAlumni** #YaleAlumni

Instagram

If possible, include a direct link to crosscampus.yale.edu in Instagram bios

- 🙌 We cross campus. Will you? Introducing Cross Campus, a new way to connect to our Yale community. Brought to you by @YaleAlumni, Cross Campus is Yale's online networking and mentoring program. You can connect now — visit crosscampus.yale.edu today! (Link in bio) #YaleAlumni #Yale
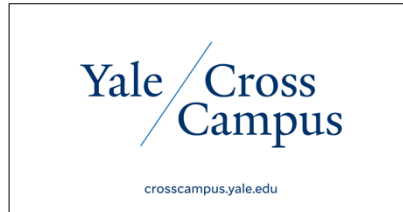
- "This is an absolutely amazing program. I have gained tremendously from my mentor's advice. He is very approachable and truly cares for my success, both as a student and person. I look forward to continuing the dialogue…" — Yale College Student … Introducing Cross Campus, a new way to connect to our Yale community. Brought to you by @YaleAlumni, Cross Campus is Yale's online networking and mentoring program. Students and alumni can connect now — visit crosscampus.yale.edu (Link in bio) #YaleAlumni #Yale
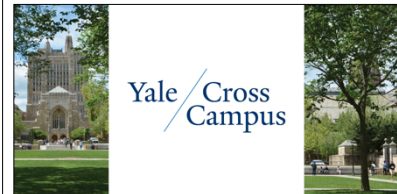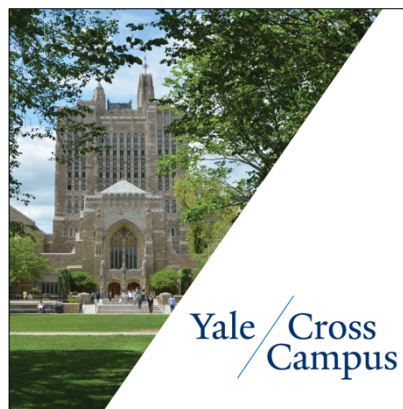
Images

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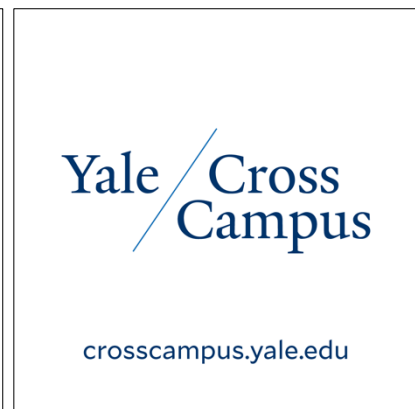

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