

# Yale Alumni

## Cross Campus Media Kit *for Students*

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, first with student-to-alumni connections, and continuing to alumni-to-alumni relationships. 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.

### 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).

### 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**. Join me and find your mentor on [crosscampus.yale.edu](http://crosscampus.yale.edu) today! #YaleAlumni #Yale #FutureYaleAlumni #BoolaBoola
- Want advice from someone who's been there? Now we can connect directly with Yale alumni on Cross Campus, our new online community-building program. Find career mentorship and life wisdom from the entire Yale community! Join me and find your mentor on [crosscampus.yale.edu](http://crosscampus.yale.edu). **@YaleAlumni** #YaleAlumni #FutureYaleAlumni #BoolaBoola

### Twitter

- I Cross Campus. Will you? It was easy to find an alum willing to be a mentor on Cross Campus. Find and connect with your alumni mentor on [crosscampus.yale.edu](http://crosscampus.yale.edu) #YaleAlumni **@YaleAlumni**
- Want advice from someone who's been there? Now, we can connect directly with Yale alumni on Cross Campus, Yale's new community-building platform: [crosscampus.yale.edu](http://crosscampus.yale.edu) #YaleAlumni **@YaleAlumni**

## Facebook

- I Cross Campus. Will you? With Cross Campus, I'm connecting with Yale alumni 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 #FutureYaleAlumni
- Want advice from someone who's been there? Now we can connect directly with Yale alumni on Cross Campus, our new online community-building program, launched through the efforts of **Yale Alumni Association**. Find career mentorship and life wisdom from the entire Yale community! Join me and find your mentor on [crosscampus.yale.edu](http://crosscampus.yale.edu). #YaleAlumni #FutureYaleAlumni

## Images

