

Social Media Toolkit for BU Wheelock Events

Thank you for participating in an upcoming BU Wheelock event. We invite you to engage with us and with our audience by sharing news and content related to the event on social media.

Ways to Use Social Media for this Event

- Share/retweet event-related content that we generate, adding your own comments and tagging other participating individuals or organizations.
- Post your own content and tag BU Wheelock.
- Use #WheelockEvents to alert us to your post and to follow the conversation during the event

If you don't already, please follow BU Wheelock's social media channels. We follow back!

Twitter: @BUWheelock

Facebook: @BUWheelock

LinkedIn: Boston University Wheelock College of Education & Human Development

Instagram: @BUWheelock

TikTok: @BUWheelock

Tips for Writing Effective Posts

- Keep it short and to the point
- Use your own voice and make it personal
- Include date, time, and a link to more information or a registration page
- Tag BU Wheelock and any other presenters or institutions you mention
- Focus on the social media platforms you typically use to reach your audience
- Use an image to improve your post's engagement



Sample Content

Please adapt/customize/personalize for your audience

- Are you interested in learning more about [TOPIC]? Join me at [Name of Upcoming Event] hosted by @BUWheelock. [ADD LINK] #WheelockEvents
- Join us for [EVENT NAME] on [DATE], hosted by @BUWheelock. [ADD LINK] #WheelockEvents
- [TOPIC] is of critical importance today. Join me at [Name of Upcoming Event] hosted by @BUWheelock where we'll be discussing solutions. [DATE] [LINK] #WheelockEvents

About BU Wheelock

Boston University Wheelock College of Education & Human Development is a top-ranked college that focuses on cross-disciplinary research, experiential learning, and community engagement. We seek to empower our students, faculty, and staff to reshape the systems that impact learning and human development, more firmly centering them in justice, diversity, and belonging.

**For more information about BU Wheelock social media,
contact the BU Wheelock Marketing & Communications Office.**

bu.edu/wheelock