

London  
Business  
School

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# Social Media Toolkit



## Social media toolkit

Thank you for hosting your annual Worldwide Alumni Celebration (WAC) 2024 event.

We can't wait to see all the events around the world come to life this October. In order to capture the true spirit and vibrance of the events, we would love for you to help us spread the word on social media.

For questions or queries, please contact us at [wac@london.edu](mailto:wac@london.edu). On the next page, are a couple of examples of social media copy you can use on LinkedIn. For more exposure, please remember to tag the School's channel and your friends using the '@' symbol.

Have you joined the [LBS Alumni LinkedIn](#) group? We would love for you and other club members to share your WAC highlights on there throughout October. It's also a great way to stay connected and engage with fellow alumni.

We have also included a branded asset for you to use in your first post in your digital WAC Pack.

## Pre-event

I'm delighted to host [add your city]'s Worldwide Alumni Celebration event this year. Get ready to swing back to the 1960s as we embrace the vibrant energy and iconic spirit of the decade.

I look forward to connecting with old and new friends from @LondonBusinessSchool, as we celebrate the timeless connections we share.

This year's event will feature...[add info on what each event will offer alumni]

If you haven't already signed up, you can do so here: [add link to your WAC]

#LBSWAC #whyilovelbs



## Post-event

From the vibrant 1960s to today, the @LondonBusinessSchool alumni community truly knows how to celebrate! It was amazing to share this special moment and mark our Worldwide Alumni Celebration across the globe.

I had the most incredible time celebrating with friends old and new (tag friends in post using @ symbol) and can't wait for the next WAC event.

#LBSWAC #whyilovelbs

\*Please add photos to your post and tag people in the post or in the photo using the @ symbol\*