

Worldwide



Celebration

WAC 2025

Social Media Toolkit

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Thank you for hosting your annual Worldwide Alumni Celebration (WAC) 2025 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.

Below 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 branded social media assets in the WAC pack for you to include in your posts.

Pre-event

I'm delighted to host [add your city]'s Worldwide Alumni Celebration (WAC) this year. WAC 2025 is all about connections that go beyond borders - a tribute to the global spirit of our @LondonBusinessSchool community.

I look forward to reconnecting with old friends and welcoming new faces as we celebrate the lifelong bonds formed at LBS and the diversity and collaboration that make our network so powerful.

This year's event will feature...[add details – e.g. speakers, networking, dinner, panel, activity. etc]

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

#WhyILoveLBS

Here's to



connections

Post-event

WAC 2025 was a celebration of global connection and the @LondonBusinessSchool alumni community showed up across time zones and continents!

It was truly inspiring to share this moment with friends old and new (tag friends in post using @ symbol), and to reflect on the shared spirit and diversity that connect us, both professionally and personally

I'm proud to be part of a community that truly goes beyond borders, and I can't wait for the next WAC!

#WhyILoveLBS

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

Multiple continents.



celebration.