

# Northwestern

U7+ Presidential Summit Social Media Toolkit

November 2020

## OVERVIEW

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*The U7+ Summit social media toolkit is intended to encourage participation and amplification of the U7+ Summit news.*

## KEY SUMMIT INFORMATION

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- *Northwestern University will host the 2020 U7+ Presidential Summit, where university presidents will convene virtually for the annual meeting of the U7+ Alliance from Nov. 22-25.*
- *This year's Summit is hosted by Northwestern in partnership with Columbia University, Georgetown University and the University of California, Berkeley, and marks the first time a U.S. institution will host the U7+ Alliance.*
- *The U7+ Summit is the first coalition of university presidents from 50+ universities across 20 countries dedicated to defining concrete actions universities can take to collectively address global challenges in coordination with government leaders in G7 countries and beyond.*
- *Intergenerational justice will be the key theme driving the dialogue at the Summit. Topics on this year's summit agenda include the U7+ Alliance's engagement with the G7, ethical applications of artificial intelligence and strategies for sparking intergenerational dialogue on issues of global relevance.*
- *The Summit will include youth voices from around the world sharing their visions for the future of higher education and culminate in new and renewed commitments to fostering educational and economic opportunity for the next generation.*
- *Media and members of the broader public are invited to the main plenary session on Nov. 24 at 8:30 a.m. CST (UTC -6) where the presidents from Northwestern, Columbia, Georgetown the University of California, Berkeley and Sciences Po will share their views on how universities can engage with the G7 and other multilateral organizations to tackle global challenges. Everyone can tune in to a livestream of the plenary session [here](#).*

## KEY SOCIAL MEDIA TOOLS

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- Website: [northwestern.edu/u7summit](https://northwestern.edu/u7summit)
- If you haven't already, please follow Northwestern University on social media.
  - <https://twitter.com/NorthwesternU>
  - <https://www.facebook.com/NorthwesternU>
  - <https://www.instagram.com/northwesternu/>
  - <https://www.linkedin.com/school/northwestern-university>
- Relevant partner social media handles: @NorthwesternU will host the 2020 U7+ Presidential Summit in partnership with @Columbia, @Georgetown and @UCBerkeley.
- Summit Hashtag: #U7Alliance
- U7 Social Assets: <https://northwestern.box.com/s/oqjcplzpqdx5ojvns83vby236hd51qh>
- Day Two Live Stream Information: <https://www.northwestern.edu/u7summit/live-stream.html>

## KEY MESSAGES

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### Sample Social Media Posts

- **Pre-Summit Posts:**
  - Proud to join @NorthwesternU and 50+ universities across 20 countries during the 2020 U7+ Presidential Summit to discuss intergenerational justice, as COVID-19 disproportionately impacts youth. #U7Alliance
  - Proud to join @NorthwesternU and 50+ universities, as they collectively act as global leaders to tackle pressing challenges disproportionately impacting the futures and hopes of young people. #U7Alliance
  - The upcoming #U7Alliance Presidential Summit, hosted by @NorthwesternU, will spotlight intergenerational justice issues, as COVID-19 disproportionately impacts youth. Learn more: <https://www.northwestern.edu/u7summit/>
  - Looking forward to joining essential conversations during the U7+ Alliance of World Universities Presidential Summit @NorthwesternU will host in partnership with @Columbia, @Georgetown and @UCBerkeley. <https://www.northwestern.edu/u7summit/>

- Intergenerational justice will drive the dialogue among more than two-dozen university presidents gathering virtually Nov. 22-24 for the U7+ Presidential Summit, hosted by @NorthwesternU. #U7Alliance
- The U7+ Summit is the annual meeting of the #U7Alliance, the first coalition of university presidents across 20 countries exploring concrete actions universities can take to collectively address global challenges. <https://www.northwestern.edu/u7summit/>
- **Day of Summit Posts:**
  - Ethical applications of artificial intelligence and strategies for sparking intergenerational dialogue on issues of global relevance are among the topics on the agenda for #U7Alliance Presidential Summit hosted by @NorthwesternU.
  - Today's U7+ Presidential Summit is open to the public and features a fireside chat with #U7Alliance host @NorthwesternU & @Columbia @Georgetown @UCBerkeley @SciencesP spotlighting how universities can address global challenges. Tune in live 8:30 a.m. CST: <https://www.northwestern.edu/u7summit/live-stream.html>
  - Follow along with discussions around global challenges at the U7+ Summit this week, hosted by @NorthwesternU. <https://www.northwestern.edu/u7summit/live-stream.html> #U7Alliance
  - Join me in tuning into the live #U7Alliance discussion where presidents of @NorthwesternU @Columbia @Georgetown @UCBerkeley @SciencesPo share how universities can engage with the G7 Alliance & multilateral organizations & tackle global challenges. <https://www.northwestern.edu/u7summit/live-stream.html>

## Suggested Timeline and Tips for Sharing on Social Media

### 2-3 Days Before Event

- Post and share updates on relevant social media channels.
- Tag partners, colleagues and friends who are involved or would be interested in the discussed topics and encourage them to share.

### During the Summit

- Join the conversation and share your own perspectives.
- Post and share updates throughout the Summit.
- Participate in relevant discussions using the hashtag #U7Alliance.
- Re-post Northwestern social media content.