



Commencement Week 2015

Social Media Plan
Twitter, Facebook, Instagram

November 11/22-11/28

Twitter:

- Get an “out of this world” experience at this year’s commencement planetarium tours! Sign up for tours at <http://go.osu.edu/tour146>, <http://go.osu.edu/tour147>, <http://go.osu.edu/tour156>
- Want to experience something “out of this world” check out available tours at the Planetarium during commencement week!
- ****LIMITED OPPORTUNITY**** Come tour the Big Ten’s Largest arena! December 17th 12-4 PM at the Schottenstein Center!
- Interested in touring the Big 10’s largest arena? Get a backstage look at the over 770,000 square feet venue! 12/17/15 at the Schottenstein Center!
- Attention graduating seniors! Interested in addressing your peers and families at this year’s candlelight ceremony? Visit go.osu.edu/speaker and fill out the speak application today!
- Submit your graduation photos for this year’s Candlelight Ceremony at go.osu.edu/grad_photos. Spread the word so your photos can be featured!
- Share your experiences and memories at this year’s Candlelight Ceremony by applying to be a student speaker! Apply at go.osu.edu/speaker by November 29th!
- Come decorate your graduation cap on Weds. 12/16 from 5-8 PM in the Ohio Union Cartoon Room!
- Spice up your grad cap at this year’s Grad Cap Craft Night on 12/16 from 5-8 PM in the Ohio Union Cartoon Room!

Facebook

- ****LIMITED OPPORTUNITY**** Come out on December 17th from 12:00 – 4:00 P.M. to tour the Big Ten's largest arena. Get a backstage look at the over 770,000 square feet venue that hosts over 1 million guests per year. Meet at the Northeast Rotunda of the Schottenstein Center!
- Attention Graduating Seniors! Do you want the opportunity to address your peers as well as family members and share you experience and memories? Join us at this year’s Candlelight Ceremony, which will be held on Thursday December 17th from 7-8 p.m. in the Ohio Union Performance Hall. All graduating students may apply to be the student speaker. Applications are due by Sunday November 29th. Visit go.osu.edu/speaker and fill out the speaker application today!
- Submit your graduation pictures to be shown at this year’s Candlelight Ceremony. Submit photos at Link go.osu.edu/grad_photos. Please contact Ayush Kalani, Commencement Week Chair, at kalani.3@osu.edu if you have any questions!
- Join fellow graduating seniors on December 16th from 5-8 PM in the Ohio Union Cartoon Room for this year’s Graduation Cap Craft Night! Grab your mortarboard and some friends and head over to the Ohio Union Cartoon Room for a night of fun and decorating. Individualize your cap and stand out in the crowd so your family can spot you. Supplies will be provided! Not graduating? Join us in making cards for graduates!

Instagram



- Interested in this view? Apply to be the student speaker at this year's Candlelight Ceremony! Applications are due Sunday, November 29th!

Week of 11/29 – 12/5

Twitter

- Seniors – connect with other OSU alum and get a FREE T-shirt by stopping out to the OSUAA Satellite Office in the Union!
- Graduating this winter? Head over to the OSUAA Satellite Office in the Union to connect with other Buckeye alums and get a FREE T-shirt!
- Why graduate without experiencing everything at OSU? Multiple Planetarium show times on Dec 14 and 15! More info at commencementweek.osu.edu
- Seniors – never had a chance to see the OSU Planetarium! Well don't miss out before you graduate! Sign up at commencementweek.osu.edu
- Looking to get a backstage view of the Big Ten's largest arena for you graduate? Check out commencementweek.osu.edu for more info on Schottenstein Tours!
- Get a behind the scenes view of the Schottenstein Center before you graduate! More info at commencementweek.osu.edu
- Cap off your OSU experience by decorating you graduation cap in the Union on Dec 16 from 5-8pm!
- Not graduating this winter, but still want to participate in commencement week? Join us in writing cards for seniors in the Union on Dec 16th from 5-8pm!
- Don't graduate without singing a candlelight rendition of Carmen Ohio with your family and fellow Buckeyes in the Union on Dec. 17th from 7-8pm.
- Senior – make sure you join us in celebrating all of your successes with the Candlelight Ceremony on Dec 17th from 7-8pm!

Facebook

- Seniors make sure to stop by the OSUAA Satellite Office (to the right of the Info Desk) in the Union between Dec 14th and Dec 18th for the opportunity to connect to fellow Buckeyes in the surrounding where you will be after you graduate! Stop by, take a quick survey, and get a FREE T-shirt!
- Hey Seniors! Don't miss out on everything OSU has to offer before you graduate! Join us for various OSU Planetarium tours happening on Dec 14th and 15th. Check out the links below to sign up for a date/time.
Dec 14th at 6:00pm <http://go.osu.edu/tour146>
Dec 14th at 7:00pm <http://go.osu.edu/tour147>
Dec 15th at 6:00pm <http://go.osu.edu/tour156>
Dec 15th at 7:00pm <http://go.osu.edu/tour157>
- Looking for an out of this world experience before you graduate this semester? Check out OSU Planetarium tours on Dec 14th and 15th. More info and sign-ups can be found at commencementweek.osu.edu!
- Curious what happens behind the scenes in the Schottenstein Center? Well now you can find out with an inside look at the Big Ten's largest arena on Dec 17th from 12pm -4pm. For more information on how to get involved, head over to commencementweek.osu.edu!
- Standout at graduation by making your graduation cap unique to you! Join us on Dec 16th from 5-8pm in the Union Cartoon Room for a night of fun and decorating! *Supplies will be provided* More info can be found at commencementweek.osu.edu!
- Don't miss Grad Cap Craft Night on Dec 16th from 5-8pm in the Union Cartoon Room for a unique opportunity to personalize your graduation cap! Not graduating? Then join us in making cards for our fellow Buckeyes who are! Check out commencementweek.osu.edu for more info and a look at all the other Commencement Weeks events coming up!
- Seniors – make sure to invite your friends and family to join you at the Candlelight Ceremony on Dec 17th from 7-8pm in the Union Performance Hall. This event provides graduating seniors with the unique opportunity to hear from Ohio States Vice President for Student Life, Dr. Javaune Adams-Gaston as well as receive a class pin and a chance to sing a candlelit version of Carmen Ohio with your fellow Buckeyes! Find more info at commencementweek.osu.edu!

Week of 12/6-12/12

Twitter

- Stop by the OSUAA Satellite Office in the Union from 12/14-12/18 to take a quick survey and you'll receive a FREE t-shirt!
- Stop by the OSUAA Satellite Office in the Union to connect with Ohio State Alumni in the area! Fill out a quick survey and receive a FREE t-shirt!
- ATTENTION SENIORS! Stop by the Ohio Union Cartoon Room from 5-8 PM on 12/16 to decorate your graduation cap!
- Decorate your graduation cap at this year's Grad Cap Craft Night! Come to the Ohio Union Cartoon Room on 12/6 to spice up your cap!
- Mark your calendars! This year's Candlelight Ceremony occurs on 12/17 in the Ohio Union Performance Hall from 7-8 PM!
- This year's Candlelight Ceremony will take place in the Ohio Union Performance Hall on 12/17 from 7-8 PM! Don't miss this once in a lifetime opportunity!

Facebook

- Want to connect with Ohio State Alumni in the area? Stop by the OSUAA Satellite Office (to the right of Information Desk) in the Union from 12/14-12/18 to take a quick survey and you'll receive a FREE t-shirt! The office is open from 9 AM-7 PM. Buckeye connections and clothes! What more could you want?
- Curious what happens behind the scenes in the Schottenstein Center? Well now you can find out with an inside look at the Big Ten's largest arena on Dec 17th from 12pm -4pm. For more information on how to get involved, head over to commencementweek.osu.edu!
- Seniors – make sure to invite your friends and family to join you at the Candlelight Ceremony on Dec 17th from 7-8pm in the Union Performance Hall. This event provides graduating seniors with the unique opportunity to hear from Ohio States Vice President for Student Life, Dr. Javaune Adams-Gaston as well as receive a class pin and a chance to sing a candlelit version of Carmen Ohio with your fellow Buckeyes! Find more info at commencementweek.osu.edu!
- Don't miss Grad Cap Craft Night on Dec 16th from 5-8pm in the Union Cartoon Room for a unique opportunity to personalize your graduation cap! Not graduating? Then join us in making cards for our fellow Buckeyes who are! Check out commenceweek.osu.edu for more info and a look at all the other Commencement Weeks events coming up!
- Seniors make sure to stop by the OSUAA Satellite Office (to the right of the Info Desk) in the Union between Dec 14th and Dec 18th for the opportunity to connect to fellow Buckeyes in the surrounding where you will be after you graduate! Stop by, take a quick survey, and get a FREE T-shirt!
- Submit your graduation pictures to be shown at this year's Candlelight Ceremony. Submit photos at Link go.osu.edu/grad_photos. Please contact Ayush Kalani, Commencement Week Chair, at kalani.3@osu.edu if you have any questions!

Week of 12/13 – 12/19

Tweets

- Seniors - Want to connect with fellow alum near the area you will be after graduation? Head over to the OSUAA Satellite Office to find out more!
- Graduating? Head over to the OSUAA Satellite Office THIS WEEK ONLY for a chance to connect with other alum and receive a FREE T-shirt!
- Hey Seniors! Make sure to head over to the OSUAA Satellite Office this week for a chance to connect with other Buckeyes and receive a FREE T-shirt!
- TODAY is the last day for seniors to check out the OSUAA Satellite Office in order to connect with other OSU alum and get a FREE T-shirt!
- Make sure you check out Grad Cap Craft Night happening THIS week on Dec 16th from 5-8pm in the Union!
- Head on over to the Union TONIGHT for a chance to bling out your grad cap or participate in writing cards our graduating seniors!
- All Seniors and their guests are invited to join us in the Performance Hall on Dec 17th from 7-8pm for the Candlelight Ceremony!
- Seniors! Don't miss the Candlelight Ceremony happening TONIGHT in the Union for a chance to get your class pin and sing Carmen Ohio with your fellow Buckeyes!

Facebook

- Seniors! Head over to the OSUAA Satellite Office in the Union THIS WEEK ONLY for the chance to connect with other Buckeye alum near the area you will be after graduation as well as receive a FREE T-shirt!
- Hey Seniors! Don't miss out on the opportunity to connect with other Buckeye alum by stopping by the OSUAA Satellite office this week to take a quick survey and receive a FREE T-shirt!
- Don't graduate without getting a behind the scenes look at the Schottenstein Center! Tours will be happening this week on Dec 17th from 12pm-4pm! Meet at the Northeast Rotunda of the Schottenstein Center for a backstage look at the over 770,000 square feet venue that hosts over 1 million guests per year! Check out commencementweek.osu.edu for more info!
- Grab your mortar board and some friends and head over to Ohio Union Cartoon Room on Dec 16th from 5-8pm for a chance to make your grad cap stand out in the crowd! Supplies will be provided so make sure you don't miss the chance to individualize your cap!
- Check out Grad Cap Craft Night on Dec 17th in the Ohio Union Cartoon Room from 5-8pm for a chance to personalize your grad cap! Not graduating, but still want to participate? Join us in writing cards for the seniors as we send them off!
- Don't miss the Candlelight Ceremony happening THIS WEEK on Dec 17th from 7-8pm in the Ohio Union Performance Hall! This will be an awesome opportunity

for seniors and their families to participate in some of OSU's favorite traditions and also a unique chance to receive a class pin that is only available at this event!

Instagram (Dec 16th)

- Make sure to head over to the Ohio Union Cartoon Room TONIGHT from 5-8pm for a chance to bling out your graduation cap at Grad Cap Craft Night! Even if you aren't graduating you can still join us in writing cards to seniors who are!

