



## Official UCL Social Media Hashtags

### General Hashtags

These hashtags can be used across social media platforms to join conversations going on regarding UCL.

**#LoveUCL:** photos of and stories from UCL

**#UCLGrad:** official UCL graduations hashtag

**#MyUCLOffer:** prospective students and offer holders

**#UCLEast:** UCL East related posts

**#UCLOpenDay:** undergraduate open days

**#UCLVirtualOpenDays:** virtual open days

**#UCLGraduateOpenSeries:** graduate open days

**#UCLalumni:** UCL alumni

**#UCLCares:** student support and wellbeing initiatives and activities

**#UCLPodcasts:** podcasts produced by UCL

### Campaign-Specific Hashtags

**#MadeAtUCL:** a campaign which aims to bring to life UCL's impact on people, lives and communities mainly through our ground-breaking research and discoveries

**#UCLMinds:** programme of lectures, performances, exhibitions, podcasts and stories which showcase the brilliant and curious minds at UCL

**#ClimateUCL:** sustainability and climate change – UCL's impact

### CamelCase

Be sure to capitalise the first letter of each new word in a hashtag. This not only makes it more easily accessible for those using screen readers, but also avoids confusion about one word ending and another starting.

- Do: #MadeAtUCL
- Do Not: #madeatucl