

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

#WelcomeToUCL: new students around the start of the academic year

#UCLEast: UCL East related posts

#UCLOpenDay: undergraduate open days

#UCLVirtualOpenDays: virtual open days

#UCLGraduateOpenEvents: 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

#UCLGenerationOne: UCL-wide campaign in the lead up to COP26 and beyond raising awareness of UCL's climate change and sustainability research and expertise and turning it into actionable ideas

#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