

TC social media handles and hashtags and how they are used by the Alumni Relations Team

Facebook:

Alumni Relations uses Facebook to post about alumni spotlight stories, events, communications (links to recent newsletters and event digest emails), alumni benefits, FAQs and any other news our colleagues ask us to share/promote (for example, events and benefits offered by the Office of Career Education and Professional Development)

<https://www.facebook.com/TeachersCollegeAlumni/>

<https://www.facebook.com/teacherscollegecolumbia/>

We also have 28 regional Facebook groups which you can view by visiting the “Groups” section of our alumni Facebook page. We encourage you to join the regional group in your area, and post about anything that might interest local alumni (job openings, upcoming alumni events in the region, etc).

Twitter:

All of the Facebook post criteria also applies to Twitter, however, we share the @TeachersCollege handle with the rest of the TC digital communications team and they post additional college news. We also use this handle and @tcacfest to live tweet during Academic Festival or other important events.

<https://twitter.com/teacherscollege>

<https://twitter.com/tcacfest>

<https://twitter.com/tcalumdirector>

Instagram:

We share @teacherscollege with the digital communications team and they do most of the posting. We use Instagram mainly to post photos from alumni events. Tag any photos you take at TC and post them to Instagram with #TeachersCollege #TCAlumni

<https://www.instagram.com/teacherscollege/>

<https://www.instagram.com/tcalumnidirector/>

<https://www.instagram.com/tcalumniassocdirector/>

<https://www.instagram.com/tcalumniassistdirector/>

LinkedIn:

We post about major events and news to our LinkedIn group. Group members will also receive emails about these posts 1-2 days later (depending on their personal LinkedIn email preferences)

<https://www.linkedin.com/groups/1863630/> (TC Alumni LinkedIn Group, members must be alumni)

<https://www.linkedin.com/school/teachers-college-columbia-university/> (TC LinkedIn business page)

Frequently used hashtags:

#TCAlumni

#TCPride

#TCFundFriday (associated with the Annual Fund's Friday posts)

#SupportTC

#TCAcFest (Academic Festival)

#TCHappy (used during convocation)

#TeachersCollege (used primarily on Instagram)

#ComeTogetherTC (used to promote virtual events during the COVID-19 pandemic)