VOLUNTEER GUIDE FOR #ISaidYesToUCLA SOCIAL MEDIA CAMPAIGN
Thank you for volunteering!

Diversity Insight Days span over four days where graduates from historically underrepresented communities come together to offer admitted transfer students insights about what it means to be a Bruin. These days also showcase the multiple and intersecting communities that make UCLA the vibrant and diverse community it is.

This program is aimed at transfer admitted students that identify as African American/Black, American Indian, Asian American, Latin@/x, LGBTQ+, Multiracial, Pilipin@/x, Undocumented, or any transfer admitted student that wants an identity-based perspective on what it is like at UCLA.

The #ISaidYesToUCLA social media campaign hopes to showcase our diverse transfer alumni community and offer our admitted students insights on why they individually "said yes".

Read below for more directions and thank you for your participation!
How do I participate?

It's easy! You will be utilizing your own social media accounts to include Facebook or Instagram.

What do I need to participate?

Given we are all doing our part to be #SaferAtHome, you will need a device with internet access, and access to your social media accounts. You will be recording videos, so we suggest a place where you can quietly record that has good lighting!

Who should participate?

This is a campaign specifically for transfer admitted students. Those that identify with African American/Black, American Indian, Asian American, Latin@/x, LGBTQ+, Multiracial, Pilipin@/x, Undocumented, or want an identity-based perspective and as a transfer alumnus are encouraged to participate.
#ISaidYesToUCLA
Social Media Campaign
Volunteer Guide

Step 1
Choose to post a video or a photo. Either format works. Do what’s comfortable for you!

Step 2
Choose a platform to post on. We recommend Instagram given that many students are on this platform, but Facebook and Twitter also works.

Step 3
Plan out your post. What message will you say? What photo/video will you use?

Message
We ask that your message be a welcoming and encouraging one. Please feel free to talk about a memory, resource, or tip navigating UCLA you think would benefit an admitted student. Don’t forget to mention why you chose UCLA!

Photos/Video
Your posting will be a multiple "image" post. At minimum, you will post two "images".

1. A photo of you at UCLA or video sharing why you decided to go to UCLA as a transfer student.
   Note, videos should be less than 30 seconds.
2. Our branding #ISaidYesToUCLA image available at @ucladiversityinsightdays on Instagram. You can also screenshot it on your phone from this guide below.
You can see an example of a post at www.instagram.com/ucladiversityinsightdays.

Step 4
Post your #ISaidYesToUCLA contribution anytime from May 18-21. Please remember to include the #ISaidYesToUCLA and #uclabound hashtag. If on Instagram, also tag @ucladiversityalum and any other alumni networks you belong to.

Step 5
Tag and "challenge" a fellow transfer Bruin to participate!
#ISaidYesToUCLA
Social Media Campaign

*Have fun with this!*

Feel free to tag any of the networks below that you have an affinity for or belong to. Don't forget to tag a fellow transfer alum to participate!

**African American/Black**
@blackbruins hosted by UCLA Black Alumni Association

**American Indian**
@ucladiversealum hosted by American Indian Alumni of UCLA

**Asian American**
@apaucla hosted by Asian Pacific Alumni of UCLA

**Latin@/x**
@latinobruins hosted by UCLA Latino Alumni Association

**LGBTQ+**
@ucalambdaalumni hosted by UCLA Lambda Alumni Association

**Multiracial/ethnic**
@uclamixedalumni hosted by UCLA Mixed Alumni Association

**Pilipin@/x**
@uclapaa hosted by Pilipino Alumni Association of UCLA

**Undocumented**
@uac_ucla hosted by Undocumented Alumni Association of UCLA
Find out why other transfer alumni chose UCLA by following #ISaidYesToUCLA

Learn more about Transfer Diversity Insight Days @ucladiversealum on IG.

may 18-21

Screenshot the image above or repost from @ucladiversityinsightdays
Diversity Programs & Initiatives in Alumni Affairs offers you ways to connect with alumni and UCLA, based on the interest and activities that meant the most to you as a student — and still mean so much to you today. Diversity Programs & Initiatives organizes various signature events designed to support, engage and connect Bruins with each other and UCLA. In addition, Diversity Programs & Initiatives supports various diversity alumni networks whose missions and visions empower the student, alumni, staff and faculty of UCLA on-campus and beyond.

To learn more, visit us at www.alumni.ucla.edu/diversity

e-mail: diversity@alumni.ucla.edu