



JOIN US FOR THE  
**THIRTY-SIXTH**  
**COMMENCEMENT**  
**EXERCISES**

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SATURDAY, MAY 16, 2020  
AT 10 A.M. EST

[msm.edu/commencement](http://msm.edu/commencement)



## Morehouse School of Medicine 36th Virtual Commencement Exercises

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Social Media Engagement Kit

Friday, May 15, 2020

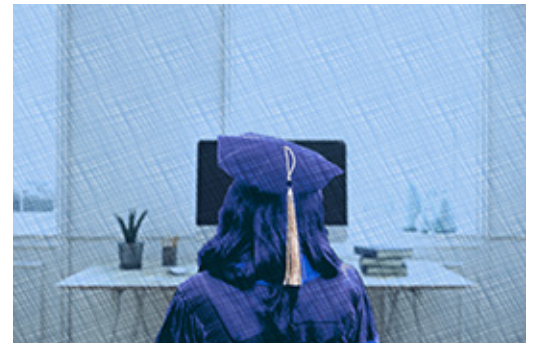
Developed by the Office of Marketing and Communications

## Overview

Due to social distancing guidelines during the COVID-19 pandemic, Morehouse School of Medicine (MSM) will host a virtual commencement—the first in the institution’s 45-year history—in lieu of its traditional, in-person ceremony. MSM alumni from around the world will join students, parents, faculty and staff members for the program slated for Saturday, May 16, at 10 a.m.

## 4 Ways You Can Engage Online

As a valuable member of the MSM Community, please help us celebrate this momentous celebration. By connecting and engaging with us online, you will be providing much-deserved support to all of our graduates heading into the healthcare, biomedical, and public health workforces that need them now, more than ever.



1. **Join the virtual commencement online:** <https://msm.sharedstudios.events/1/921fa80225ac>.  
(Note: MSM Graduates: you should join with a different unique participant link sent to your email).

2. **Follow Us on Social Media:**

**Twitter:**

@MSMEDU and @1975Alumni:

<https://twitter.com/MSMEDU>

<https://twitter.com/1975Alumni>

**Facebook:**

Morehouse School of Medicine: <https://www.facebook.com/MorehouseSchoolofMedicine>

**Instagram:**

@morehouseschoolofmedicine

@1975alumni

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

<https://www.instagram.com/1975alumni/>

**LinkedIn:**

Morehouse School of Medicine

<https://www.linkedin.com/school/morehouse-school-of-medicine/>

<https://www.linkedin.com/in/1975alumni/>

**YouTube:**

Morehouse School of Medicine <https://www.youtube.com/user/TheMSMEDU>

3. **Promote the Virtual Commencement:**

- **BEFORE:** On Friday, May 15th: Help Us Build Excitement with a like, share, and/or comment on existing MSM social media posts.
- **DURING:** On Saturday, May 16th: Help Us Celebrate the Moment with a shout-out to an MSM graduate you're supporting.
- **AFTER:** Sunday, May 17th: Share Your Favorite Part of the virtual experience and Reconnect with MSM Alumni by joining the Virtual Alumni Awards and Reunion Celebration at 2 p.m.

#### 4. Show Your School Pride:

- Add Brand Hashtags to your social media posts.  
#MSM2020Commencement #MSM2020Grads  
#MSMAlumniReunion2020 #MSMAlumni
- Add GIF Brand Stickers to Your Instagram Post and Text Messages

**Option 1:** Visit our GIPHY channel and Save stickers to your phone's camera roll: <https://giphy.com/channel/morehouseschoolofmedicine>.

**Option 2:** Search “Morehouse School of Medicine” in the GIFS feature on Instagram to pull up GIPHY sticker options.

**Add Graduate Frames to your Facebook profile pictures in regalia.\***



**Step 1:** Upload your new profile picture in your cap & gown or white coat.

**Step 2:** Click the link below to select an MSM Frame:

[www.facebook.com/profilepicframes/?selected\\_overlay\\_id=918538155242289](https://www.facebook.com/profilepicframes/?selected_overlay_id=918538155242289)

[www.facebook.com/profilepicframes/?selected\\_overlay\\_id=576156193284713](https://www.facebook.com/profilepicframes/?selected_overlay_id=576156193284713)

**Step 3:** Adjust the frame as needed and Save.

*\*Note: If accessing through a mobile phone, you may be required to log into your Facebook Account through a mobile browser, as opposed to the Facebook app.*