



VIRTUAL CEREMONIES
SUGGESTED SOCIAL MEDIA CADENCE

This is a guide to help you. You will need to check that language and details suit your StageClip set-up and edit messages accordingly.

NOTES:

- This is to encourage uploads of student content for the virtual ceremony.
- This is to promote the virtual ceremony time and date
- You may need to vary language to suit your own StageClip set-up.
- These are recommended timings and short form suggested text which you can alter to suit your own brand voice and social media channels.
- You will need to include your own hashtags and handles

PLEASE NOTE: SIZZLER VIDEO IS OF COLLEGE STUDENTS as virtual ceremonies have happened for these students. YOU DO NOT NEED TO USE BUT YOU HAVE THE OPTION.

FIRST MESSAGE AFTER EMAIL INVITES SENT

Grads! Make history. Check your inbox to be part of virtual celebration ceremony. Upload photos, videos and messages. Recognize friends, family and classmates! Upload NOW upload.stageclip.com

#gradAWAYtion #Classof2020 #MoveTheTassel

OPTIONAL MEDIA - *StageClip Sizzler* (please email hello@stageclip.com if you would like the native video file)

https://www.youtube.com/watch?time_continue=1&v=AV60mdNy1p4&feature=emb_logo



SECOND MESSAGE

Save the date! Virtual ceremony– {Time/date} {link to ceremony webpages} #gradAWAYtion
#Classof2020 #MoveTheTassel

Media – {INSERT OWN GRAPHIC}

18 DAYS BEFORE EVENT

Grads! ONE WEEK LEFT to make history. Virtual celebration ceremony is {Time/date}. Upload photos, videos and messages to take part. Give a shout out to friends, family and classmates! Upload NOW upload.stageclip.com

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12 DAYS BEFORE EVENT

Grads! 1 DAY LEFT. Take part in virtual celebration ceremony. Upload photos, videos and messages to take part. Give a shout out to friends, family and classmates! Upload here – upload.stageclip.com

#gradAWAYtion #Classof2020 #MoveTheTassel

OPTIONAL MEDIA - *StageClip Sizzler* (please email hello@stageclip.com if you would like the native video file)

https://www.youtube.com/watch?time_continue=1&v=AV60mdNy1p4&feature=emb_logo



3 DAYS BEFORE EVENT

You got this Grads! Virtual ceremonies kick off in a few days. Share with family and friends. {insert your xxxx.stageclip.com URL}

#gradAWAYtion #Classof2020 #MoveTheTassel

1 DAY BEFORE

Grads. Tomorrow is the big day! SMILE, SMILE, SMILE 😊. Your grad video shoutouts will be live on YouTube Premieres. {insert your xxxx.stageclip.com URL} Enjoy the show!

#gradAWAYtion #Classof2020 #MoveTheTassel

MORNING OF CEREMONY

Lights, camera, virtual graduation! 🎓🎓 Show starts at {TIME} {insert your xxxx.stageclip.com URL} Good luck grads. Enjoy and we'll see you on the other side. Look out for an email link to your grad video clips too – ready in 24 hours.

#gradAWAYtion #Classof2020 #MoveTheTassel

30 MINS BEFORE CEREMONY

30 Mins to show time! Time to shine of 2020 grads. Ceremony is here – {link} {Time}

#gradAWAYtion #Classof2020 #MoveTheTassel

AFTER EVENT

You were magnificent! {DATE, TIME} grads, your video clips are ready! 🎓👤📺 View your clip, download and share. {insert your xxxx.stageclip.com URL}