



Social Media Promotional Posts

DTC Programs adapted as Peace Week Events

Facebook:

Revenge or forgiveness? Which would you choose for someone who has hurt you or taken someone you love from you?

Join us as we tackle these difficult questions with a viewing of the film "Beyond Right and Wrong." Hear the stories of individuals and families who have survived tragic losses in the violent conflicts that have occurred in Northern Ireland, Israel and Palestine, and Rwanda, and how they have picked up the pieces of their lives.

The film will be shown on 3/20 at 6PM in the Eidson-Duckwall Recital Hall, located adjacent to Robertson Hall on Butler University's campus. Students, faculty, and community members are invited to this free showing and the discussion taking place afterwards.
#PeaceWeek #PeaceTalks

Twitter:

Before event:

- What does it mean to forgive? #PeaceWeek kicks off w/ the film "Beyond Right and Wrong" on 3/20 at 6pm in Eidson-Duckwall Recital Hall
- Revenge or forgiveness? Join us for our "Beyond Right and Wrong" film viewing and discussion: 3/20 @ 6pm in Eidson-Duckwall Hall #PeaceWeek

Night of:

- What does it mean to forgive? #PeaceWeek kicks off w/ the film "Beyond Right and Wrong" TONIGHT @ 6pm in Eidson-Duckwall Recital Hall

After event:

- #PeaceWeek has begun! Tonight we tackled "revenge vs. forgiveness." Check out the rest of our #PeaceWeek programs! #PeaceTalks

Peace Week at Butler University: Opportunity for DTC Involvement
Mock Schedule for Peace Week 2017: March 20-24

Monday 3/20

- *Noon-1PM* - ██████████, "Reflections on My Summer Research in Palestine, West Bank" (Efroymsen Diversity Center, Peace Pizza)
- *6:30-9PM* - ██████████, Death Row Exoneree and Activist with Witness to Innocence (Jordan Hall, Room 348)
- *7:30-8:30PM* - Student Panel, "Building Campus Activist Coalitions" (University Club, Atherton Union, Room 111, cookies provided)

Tuesday 3/21

- *8-8:45AM* - Yoga at the Blue House (Center for Faith and Vocation)
- *8:30-9:15AM* - Meditation at the Blue House (Center for Faith and Vocation)
- *9:35-11AM* - ██████████, Death Row Exoneree and Activist with Witness to Innocence (Pharmacy Building, Room 202)
- *12:20-12:50PM* - One Billion Rising: Dancing for Sexual Assault Awareness (Star Fountain)
- *1:55-3:15PM* - Gender & Peacebuilding through Choral Singing (Lilly Hall, Room 124)
- *7-8PM* - IUYA (Indiana Undocumented Youth Alliance) (Gallahue Hall, Room 068)

Wednesday 3/22

- *7:30-9PM* - Nick Licata, "Citizen Activism: From the Grassroots to Public Policy" (Jordan Hall, Room 141)

Thursday 3/23

- 9:35-10:50AM - Breakfast Discussion on Activism and Peace with [REDACTED] (Atherton Union, Room 111)
- 12:20-12:50PM - Sharing Thoughts and Prayers for Peace (Peace Pole Lawn)
- 7-9PM - Humanize Not Militarize Peace Party with Open Mike, Music, and Videos (Garden House, Holcomb Gardens)

Friday 3/24

- 11:30AM-1:30PM - "Dye-ing for Peace" - Make Your Own Activist T-Shirt and Community Activist Fair (Peace Pole Lawn)

From the Research:

- Peace Week is the perfect time for the DTC to become involved in programming on-campus → many students and staff are focused and open to attending peace-related programs during this week
- Making as many programs as possible count for BCR credit will only increase attendance this week
- Programs with a service element or related to current events will also perform strongly (add free food and students will come this week)
- Promote Peace Week with email blasts and Facebook events/posts
 - Supplement these with Tweets before and after events (#PeaceWeek, #DTC, #PeaceTalks)
 - Document programs with Instagram photos, will also promote attendance for remaining programs
- See below for examples of pre-Peace Week promotional posts for Facebook and Twitter → can be adapted into email newsletter blurbs and Instagram posts