



5 Communication & Media Tips

Congratulations on your school's White Coat Ceremony! We are delighted that your students and your school will be participating in this formative rite of passage to emphasize compassionate patient care.

The White Coat Ceremony is a moving and powerful event in the education of medical and nursing students. We encourage you to share the impact of the White Coat Ceremony at your school.

Here are 5 tips to connect with us at the Gold Foundation and spread your news:

- 1) **Use #WhiteCoatCeremony** to tag photos, videos, and other posts on social media.
- 2) **Mention @GoldFdn** on Twitter or Instagram so we are alerted to your tweet or post.
- 3) **Send a press release** about your school's White Coat Ceremony to your local TV station, newspaper, and other news outlets. Send one version at 2-4 weeks ahead of the event to allow them time to coordinate coverage, and send another press release with photos immediately after the event.
- 4) **Share stories with us.** If your school writes a story about the White Coat Ceremony, let us know! Here is an example of a [terrific White Coat Ceremony story](#) from the University of Cincinnati College of Medicine. Email a link to any stories, video or photos about your White Coat Ceremony to our Director of Communications, Brianne Alcalá, at balcala@gold-foundation.org. We often share stories through our social media accounts or our "In the Media" section of our website.
- 5) **Hang a banner.** Announce the White Coat Ceremony by hanging a banner prominently at your university. We have created downloadable banner files, which you can customize by adding your school's logo and then send to the print shop of your choice.

If you have other tips or suggestions, please let us know.

Email the Gold Foundation Director of Communications at balcala@gold-foundation.org

Congratulations, and best wishes on your 2018 White Coat Ceremony!