



Official Biola University Annual Hashtags

Below are the official hashtags chosen for major annual events on Biola's campus. It is important to uphold the same hashtags across all department social media accounts for these events, in order to reinforce branding and give our audience a consistent resource for engaging with these events on social media. Please make sure to refer back to this document in the future, as events and branding may be updated or changed. You can contact Biola's [Social Media Specialist](#) if you have any questions.

- **Current Overall Biola Branding:**
 - #AllAsOne (please use on all Instagram posts for Biola official accounts)
- **Common Fall Hashtags:**
 - Biola Welcome Week: #BiolaBegins
 - Fall Convocation: different each year (2016 was #Undivided, usually based on the annual chapel theme)
 - Table Conference: #Table__ (abbreviated year)
 - Nationball: #BUNation_____ (full year)
 - Torrey Conference: #Torrey__ (abbreviated year)
 - Family Weekend: #BiolaFamilyWeekend
 - Midnight Madness: #BiolaMadness
 - Eddy: #TheEddyBiola
 - Giving Tuesday: #JoinBiola & different year's theme (2016 was #ForAllStudents)
 - Tree Lighting: #BiolaTreeLighting
 - Christmas Break: #ChristmasBreak
 - Fall Commencement: #BiolaGrad
- **Common Spring Hashtags:**
 - Turn Your Campus: #TYC__ (abbreviated year)
 - Spring Convocation: n/a
 - SCORR Conference: #SCORR_____ (full year)
 - Founder's Week: #TweetHunt, #BiolaSpiritWeek, #FoundersDay
 - Lent: #LentProject

- Missions Conference: Different each year based on the conference theme (2017 was #Luminous2018)
- Biola Startup Competition: #BiolaStartup
- Women’s History Month: #WomensHistoryMonth
- Grandparent’s Day: #GrandparentsDay
- Spring Break: #BiolaSpringBreak
- Mock Rock: Different each year (2017 was #MockRockBinge)
- Biola Media Conference: #BMC__ (abbreviated year)
- Spring Commencement: #BiolaGrad
- **Common Summer Hashtags:**
 - Alumni Weekend: #BacktoBiola
 - Summer: #BiolaSummer (#BiolaAnyWear is the 2018 summer Instagram contest/giveaway)
- **General Biola Hashtags:**
 - Alumni: #BiolaAlumni, #AlumniforLife, #BiolaAlumniForLife, #BacktoBiola
 - Athletics: #EagsUp, #GoEagles, #BiolaBaseball, #BuyInBiola
 - Branding: #Biola, #BiolaUniversity, #BiolaLife, #BiolaWeekends, #BiolaHistory, #BiolaFunFact, #BiolaPoll, #BiolaArts, #BiolaArtGallery, #BiolaDucks, #BiolaSelfie, #BiolaOrganicGarden, #BiolaSundance, #ThinkBiblically, #BiolaRiver, #BiolaHealthCenter, #BiolaProfs, #BiolaMusic, #BiolaOnline
 - Buildings: #LimCenter
 - Chapel: #BiolaChapels #TheBiolaHour
 - Current Students: #BiolaLife
 - Donations: #BiolaFund, #ForAllStudents, #JoinBiola, #ConvictionAndCourage
 - Food: #BiolaCaf, #BiolaFoodTruck
 - Grad Schools: #Talbot, #TalbotNews, #CookSICS, #Rosemead, #BiolaCSB, #BiolaSOE
 - Incoming Students: #BeforeBiola, #BiolaBegins
 - President: #LoveKindness, #LoveBoredom
 - Prospective Students: #BiolaBound, #BiolaUniversity
 - Publications: #BiolaMagazine, #TheGoodBookBlog, #PointLaunch, #GritPics, #GritAtBiola, #BiolaCCT, #BiolaCMR