

# In St. Louis, For St. Louis Media Kit

## *Working together for a more vibrant and equitable region.*

At WashU, “In St. Louis, For St. Louis” is an institution-wide commitment that draws upon our strength as an economic anchor, our role as a global talent magnet, and the power of our mission of research, education and patient care to create a real, lasting impact and opportunity in St. Louis and beyond.

### **Main Communication Themes**

The communications from and related to “In St. Louis, For St. Louis” at the university fall into three main categories:

#### **Contribute to a more vibrant and equitable region**

WashU supports local neighborhoods, businesses and organizations that enhance St. Louis’s excellence.

#### **Attract and retain exceptional talent in St. Louis**

We are building a culture where faculty, staff and students are personally invested in the health and well-being of our region.

#### **Enrich the quality of life in our region and beyond**

WashU’s research, education and patient care improve quality of life throughout our region and can be scaled globally.



### **Examples of “In St. Louis, For St. Louis” stories from WashU**



#### **Live Near Your Work program expands eligible neighborhoods, size of forgivable loans**

In an effort to better support employees and spur investment in historically disinvested neighborhoods in St. Louis and St. Louis County, BJC HealthCare and Washington University in St. Louis expanded their Live Near Your Work homeownership and neighborhood stabilization program.



#### **Brown School students engage with St. Louis neighborhoods**

Washington University in St. Louis Brown School students in the “Community Development Practice” class engaged with community partners and contributed to hands-on projects to improve neighborhoods in south St. Louis. Taught by Molly Metzger, a senior lecturer in the school, the spring 2024 semester class focused on sustainable community development projects related to patient safety, neighborhood planning and addressing resident concerns over public safety.



#### **Testing, treatment for sexually transmitted infections expanded in north St. Louis county**

In a bid to reduce disparities and improve overall sexual health in the region, the Division of Infectious Diseases at Washington University School of Medicine in St. Louis will offer expanded STI testing and treatment services at its Village Square clinic, located in north St. Louis County, a historically medically underserved area.

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## Opportunities to Collaborate

The “In St. Louis, For St. Louis” Initiative team is here to help you tell your story. Whether you’re a WashU department or group collaborating with community partners, or St. Louis-based organization or group that is collaborating with the university, we want to work with you to promote your impactful projects through our channels!

## First Steps

If you are a WashU department, group, or center with a story about how you’re making a difference in the St. Louis community, or if you’re a community partner collaborating with the university, please tag us in your posts using **#InSTLforSTL**. We will repost your tweet, LinkedIn post, or other communication through our social media channels, which we’ve outlined more below.

We collaborate closely with University Marketing and Communications, which often reposts our content. By tagging **#InSTLforSTL** in your social media posts or other digital pieces, you have the potential to reach tens of thousands of followers who actively engage with WashU media accounts.

## Storytelling Help

We are also here to help you fine-tune your story. If you are developing a piece explaining your work with WashU and the community, we are happy to work with you to produce a story that can be featured on our website, or a post that can be shared on your social media accounts and eventually, amplified through our channels.

### Examples of potential In St. Louis, For St. Louis stories include:

- A profile of a student from a St. Louis high school who is thriving as a WashU undergrad.
- A recap of a school- or department-hosted event in the community that brought together diverse stakeholders for meaningful conversation about some of the region’s most pressing issues.
- A longer, in-depth narrative about how WashU has collaborated with a local organization to improve life in the St. Louis community.
- A profile of a WashU alum who is doing outstanding work in St. Louis.

## Our social media handles include:

### Twitter/X

The “WashU in St. Louis for St. Louis” Twitter/X handle shares news about how the university community is working to create a more vibrant, equitable region through projects, resources, and initiatives.

**Twitter Handle:** @WashUforSTL

**Hashtag:** #InSTLforSTL

**URL:** [x.com/WashUforSTL](https://x.com/WashUforSTL)

### Sample first tweet you can use to describe the “In St. Louis, For St. Louis” Initiative:

#ICYMI, #WashU is taking its commitment to being #InSTLforSTL to new heights, with spaces for regional collaboration and a website that acts as a repository for #STL community initiatives. Read more here!: <https://source.wustl.edu/2024/04/in-st-louis-for-st-louis-initiative-expands-with-new-spaces-for-regional-collaboration/>  
@WashU



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## LinkedIn

The “WashU in St. Louis for St. Louis” LinkedIn shares news about how the university community is working to create a more vibrant, equitable region and provides a forum for professional dialogue about projects, resources, and initiatives.

**LinkedIn Handle:** WashU In St. Louis For St. Louis

**Hashtag:** #InSTLforSTL

**URL:** <https://www.linkedin.com/showcase/washu-in-st-louis-for-st-louis/>

**Sample first post you can use to describe the “In St. Louis, For St. Louis” initiative on LinkedIn:**

The “In St. Louis, For St. Louis” Initiative at Washington University in St. Louis recently expanded with a new off-campus office space located alongside other community-focused organizations in the Delmar DivINe, and a new website that acts as virtual nexus for the community to access information on programs, events, resources and opportunities to engage and partner with the university. Read more here!: [#InSTLforSTL](https://lnkd.in/gUJSBEi6)



**WashU In St. Louis For St. Louis**

Higher Education · 3K followers

Amy & 263 other connections follow this page

Message Following

Home About Posts

### Overview

Sharing stories about WashU and St. Louis working together to create a more vibrant and equitable region. #InSTLforSTL

#### Website

<https://stlouis.washu.edu/>

#### Industry

Higher Education

#### Company size

10,001+ employees

## Instagram

The “WashU in St. Louis for St. Louis” Instagram shares news about how the university community is working to create a more vibrant, equitable region. This account features photos, videos and reels showcasing initiatives and resources across the university.

**Instagram Handle:** @washuforstl

**Hashtag:** #InSTLforSTL

**URL:** <https://www.instagram.com/washuforstl/>

**Sample first post you can use to describe the “In St. Louis, For St. Louis” initiative on Instagram:**

The “In St. Louis, For St. Louis” Initiative at @washu recently expanded with a new off-campus office space located alongside other community-focused organizations in the Delmar DivINe, and a new website that acts as virtual nexus for the community to access information on programs, events, resources and opportunities to engage and partner with the university. Read more on the St. Louis Initiatives website! Link in @washuforstl bio. #InSTLforSTL



washuforstl

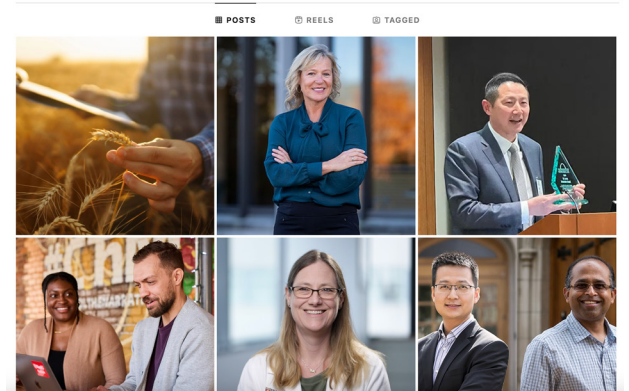
Following Message

146 posts 868 followers 916 following

WashU In St. Louis For St. Louis  
Sharing stories about @washu and #STL working together to create a more vibrant and equitable region. #InSTLforSTL

@stlouis.washu.edu

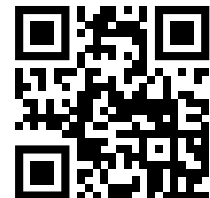
Followed by cmoeresmies2.0, heink\_heink + 6 more



## Website

In April 2024, WashU launched a website that acts as a repository for community initiatives and resources at the university, as well as a source of news about work being done across the university to improve our region.

Visit the website at [stlouis.washu.edu](https://stlouis.washu.edu), or scan the QR code on the right.



## Contact

Do you have questions about the “In St. Louis, For St. Louis” Initiative, want to share an idea, or are you interested in working with us? Please contact Emily Wasserman, Assistant Director of Marketing and Communications, at [ewasserman@wustl.edu](mailto:ewasserman@wustl.edu). We’re looking forward to connecting with you!