

THE RETURN.

MONDAY, AUGUST 17TH: CITY & CULTURE

Ambassador Welcome Video: posted on social media

Instagram post: Welcome to the first day of The Return

Announcement in insta stories to vote for your favorite program video, link in bio

Voting for The Return Videos: on Facebook, winning program wins funds for an alum reunion event

TUESDAY, AUGUST 18TH: ACADEMICS & FACULTY IN RESIDENCE

FIR Interview: with Professor Phillips on Instagram

Video feature from global staff

WEDNESDAY, AUGUST 19TH: COMMUNITY

Instagram Story: There's Something for Everyone, Everywhere

Instagram Live with Luke Strauss about IPRAs

Explore the World with Pepperdine IP Webinar: enter to win a \$500 IP scholarship

Ambassador/Alum posting day: Program Alum post a story or picture to reflect your favorite memory abroad using The Return insta stickers (most creative will win a \$20 Amazon giftcard), and tag @pepperdineip to reshare

THURSDAY, AUGUST 20TH: FAITH & SPIRITUALITY

Instagram Trivia: (winner wins a \$20 giftcard)

Video Feature Stephanie Chan video pitch "Landed" opportunity for Returners

Instagram Post or story question(s): "What spiritual practices did you use while traveling abroad?" or "How did you practice your faith or spirituality while abroad?"

FRIDAY, AUGUST 21TH: SUMMER PROGRAMS

Giveaway: Passport check-in (follow all IP accounts), random drawing for AirPods
Summer program testimonials