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| Content Package: MM-24-1099050-FastCo-BTMPromotion  Paige Brown | |
| Title | *Type the title as it will appear on the* [*webpage*](https://marcom.purdue.edu/toolbox/content-packages/)*. Use title case capitalization. “Content package” or years should not be in the title.* |
| Title | Fast Company Brands That Matter 2024 Award |
| Summary | *Provide a concise description of the project.* |
| Summary | **SUMMARY**  Purdue University has been named to Fast Company’s Brands That Matter list for the fourth consecutive year. This prestigious honor recognizes organizations that create meaningful impact through purpose-driven efforts and cultural influence. Purdue is the only university to be featured on this list and one of only four brands globally to earn recognition every year since the list's inception in 2021. Additionally, Purdue has been highlighted as a heritage brand, celebrating its enduring values and innovative legacy.    This achievement underscores Purdue’s global influence; its ability to remain relevant; and its steadfast commitment to its mission of education, innovation and purpose. |
| Resources Include | *Use a bulleted list to define. Examples of resources: social graphics, social post copy, links to press releases and previously published stories.* |
| Resources Include | **RESOURCES INCLUDE**   * Social Post Copy * Social Graphics * Press Release: [insert link] * Brands That Matter Purdue Landing Page: purdue.edu/campaigns/brands-that-matter |
| Links and UTM Parameters | *Identify the UTM campaign, UTM medium and UTM source for reporting purposes. Unhighlight once completed.* |
| Links and UTM Parameters | **LINKS AND UTM PARAMETERS**  When linking to Purdue websites from social platforms or emails, it is recommended that UTM parameters be added to the URL in order to provide reporting on the activity. The Purdue Brand Studio [campaign URL builder](https://marcom.purdue.edu/restricted-access/?redirect_to=%2Ftoolbox%2Fcampaign-url-builder%2F) allows you to easily configure these links and even request shortened Purdue-branded links.  UTM Campaign: FC\_BTM\_2024 UTM Medium: Social, Email UTM Source: Facebook, X, LinkedIn, Instagram, Email |
| Available Assets | *Unhighlight once completed.* |
| Available Assets | **AVAILABLE ASSETS**  The following assets are available for download and use.  NOTE: If InDesign files are needed for any of these assets, please complete the [marketing request form](https://marcom.purdue.edu/contact/request/). |
| Social Media Guidance | *List post examples and accounts to tag; handles may vary by platform, such as @LifeAtPurdue on Instagram and @PurdueUnviersity on Facebook. Unhighlight once completed.* |
| Social Media Guidance | **SOCIAL MEDIA GUIDANCE**  **POSTING TIPS**   * Keep posts short and direct. * Link all posts back to the story. * Include photos or videos. * Use short URLS.   **SUGGESTED SOCIAL MEDIA POSTS**  Facebook: For the fourth consecutive year, Purdue University has been named to @FastCompany’s Brands That Matter list.    This distinction recognizes organizations that have made a meaningful impact in people’s lives like @XXX, @XXX and @XXX. Purdue stands proudly as the only university to make the list.    Learn more about this recognition: [link]  X: For the fourth consecutive year, Purdue has been named to @FastCompany’s Brands That Matter list, along with companies like @XXX, @XXX and @XXX. Purdue is the only university to make the list. Learn more. 👇  Instagram: For the fourth consecutive year, Purdue University has been named to @FastCompany’s Brands That Matter list.  This distinction recognizes organizations that have made a meaningful impact in people’s lives, like @XXX, @XXX and @XXX. Purdue stands proudly as the only university to make the list.  Learn more about this recognition: 🔗 in bio. 👆  LinkedIn: For the fourth consecutive year, Purdue University has been named to @Fast-Company’s Brands That Matter list.  This distinction recognizes organizations that have made a meaningful impact in people’s lives like @XXX, @XXX and @XXX. Purdue stands proudly as the only university to make the list.  Learn more about this recognition: [link]. |