



DIGITAL TOOLKIT

KEY MESSAGING

On Wednesday, June 22 at 10am ET, H.E. Volodymyr Zelenskyy, President of Ukraine, will speak directly to students at an interactive event hosted by the President of the University of Toronto and the Munk School of Global Affairs & Public Policy.

The event will feature opening remarks by U of T President Meric Gertler. Deputy Prime Minister of Canada, the Hon. Chrystia Freeland, will introduce President Zelenskyy, who will be joining virtually from Ukraine.

President Zelenskyy will deliver an address to students attending in-person at U of T and virtually at gatherings being held at universities across Canada. Following his address, Munk School Director Peter Loewen will moderate a Q&A session where students from across Canada will pose questions to President Zelenskyy.

The event will run from 10a.m. to 11a.m. ET.

LIVESTREAM LINK

The event will be live-streamed at 10am ET from the Munk School's YouTube channel. Please direct your audiences to tune in at youtube.com/user/munkschool

If you'd prefer to use a short link, please use:
bit.ly/MunkSchoolTV

SUGGESTED POSTS

Twitter ** Please use with approved social media images**

On June 22 at 10 AM ET, @uoft's @munkschool will host President @ZelenskyyUa, who will deliver a video address live from Ukraine. An interactive Q&A will follow his remarks. Watch the livestream: bit.ly/MunkSchoolTV #UofTZelenskyy

On June 22 at 10 AM ET, [name of university] will take part in an interactive online event with @ZelenskyyUa, who will deliver a video address to students across Canada. Visit @munkschool's YouTube channel to stream this live event: bit.ly/MunkSchoolTV #UofTZelenskyy

President Zelenskyy of #Ukraine will deliver an address to Canadian university students on June 22 at 10am. Tune in as [name of university] takes part in the live event: youtube.com/user/munkschool #UofTZelenskyy

President Volodymyr Zelenskyy will speak directly to Canadian university students on June 22nd at an event hosted by @uoft's @munkschool. Learn more: <https://www.utoronto.ca/news/ukraine-s-president-zelenskyy-address-students-u-t-s-munk-school-global-affairs-public-policy> #UofTZelenskyy

In his address to Canadian students at @UofT's @munkschool, @ZelenskyyUa will discuss the situation in Ukraine, how Canada can support and his United24 initiative. Watch the livestream on June 22 at 10am ET: <https://www.youtube.com/user/munkschool>

SUGGESTED POSTS

Facebook / LinkedIn /Instagram

**** Please use with approved social media images****

On June 22, 2022 at 10 AM ET, [name of university] will host a live viewing party for Ukrainian President Zelenskyy's address to Canadian university students. Hosted by the University of Toronto's Munk School of Global Affairs & Public Policy, the event will feature a live address and questions from university students across the country. Learn more:

<https://www.utoronto.ca/news/ukraine-s-president-zelenskyy-address-students-u-t-s-munk-school-global-affairs-public-policy> #UofTZelenskyy

On June 22 at 10 AM ET, [name of university] will take part in an interactive online event with @zelenskiy.official, who will deliver a live video address and answer questions directly from university students across Canada. Visit @munkschool's YouTube channel to stream this live event: [youtube.com/user/munkschool](https://www.youtube.com/user/munkschool)

President Zelenskyy of #Ukraine will deliver an address to Canadian university students on June 22 at 10am. Tune in as students from [name of university] take part in the live event: [youtube.com/user/munkschool](https://www.youtube.com/user/munkschool) #UofTZelenskyy

President Volodymyr Zelenskyy will speak directly to Canadian university students on June 22nd at an event hosted by @uoft's @munkschool. Learn more: <https://www.utoronto.ca/news/ukraine-s-president-zelenskyy-address-students-u-t-s-munk-school-global-affairs-public-policy>

SOCIAL MEDIA HANDLES

University of Toronto / U of T President Gertler

TWITTER: @UofT

INSTAGRAM: @uoft

FACEBOOK: @universitytoronto

LINKEDIN: [linkedin.com/school/university-of-toronto](https://www.linkedin.com/school/university-of-toronto)

Munk School of Global Affairs & Public Policy

TWITTER: @munkschool

YOUTUBE: @munkschool

INSTAGRAM: @munkschool

FACEBOOK: @munkschool

LINKEDIN: [linkedin.com/school/munkschool](https://www.linkedin.com/school/munkschool)

TWITTER: @PeejLoewen (Peter Loewen)

President Zelenskyy

TWITTER: @ZelenskyyUa

INSTAGRAM: @zelenskiy_official

FACEBOOK: @zelenskiy.official

Ukrainian Embassy in Canada / Ambassador Kovaliv

TWITTER: @kovaliv_y

TWITTER: @UKRinCAN

FACEBOOK: @UkraineInCanada

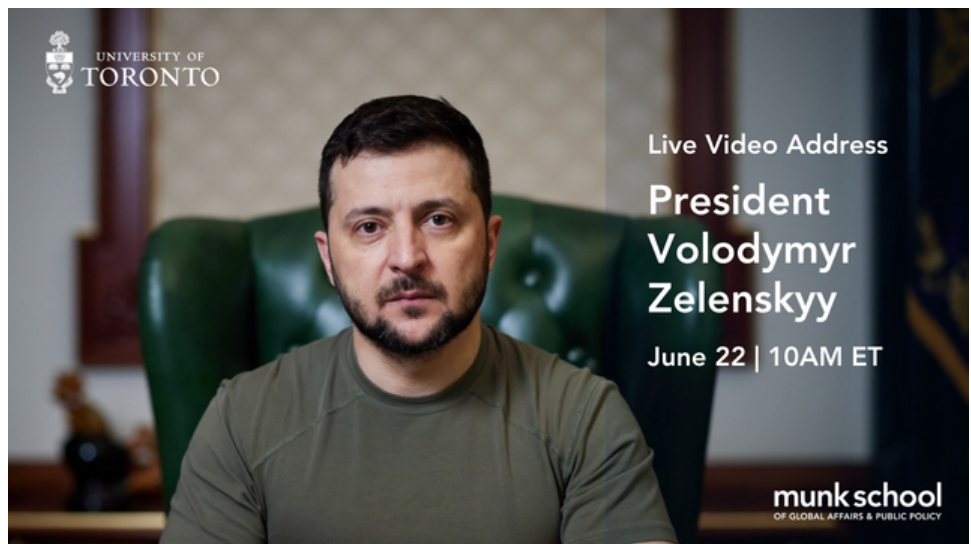
Hon. Chrystia Freeland, Deputy Prime Minister

TWITTER: @cafreeland

INSTAGRAM: @chrystiafreeland

FACEBOOK: @freelandchrystia

SOCIAL GRAPHICS



In addition to the official photo of President Zelenskyy provided by the President's office, we have created social media graphics have been created for Instagram, Facebook, LinkedIn, Twitter and Instagram stories.

They are available for download in the social media assets folder.

RESOURCES

U of T News has published [an advance news story](#) that you can share to your web and social platforms.

UofT News

FOLLOW U OF T NEWS [Twitter](#) [Facebook](#) [Instagram](#)

Ukraine's President Zelenskyy to address students at U of T's Munk School of Global Affairs & Public Policy



The official photo of President Zelenskyy can be found in the social media assets folder on OneDrive.

MEDIA ADVISORY

A [draft media advisory](#) for participating universities can be found in the OneDrive folder. Please contact Lani Krantz, the Munk School's Communications & Media Relations Specialist (lani.krantz@utoronto.ca) to coordinate pitching efforts.