

CHARACTER DAY

SEPTEMBER 22ND, 2016

Purpose: Over 40,000 groups in 70 countries will participate in the annual Character Day, set for September 22, 2016! Character Day is a global initiative where groups around the world raise awareness about the science of character development from different perspectives and join an online global conversation around the importance of developing character strengths—all rooted in evidence-based research.

WAYS WAKE FOREST CAN PARTICIPATE:

Social Media Campaign - #wfucharacterday
Character Leadership Strength centered programs
Watch the Global LiveCast
Values in Action Assessment
Identifying character learning in existing programs

MARKETING

Campaign Goals: Through effective social media engagement, it is our goal to accumulate mentions and create an online buzz from Wake Forest students, organizations, departments and staff members celebrating and educating others about Character Day and Character Strengths at WFU. Use Hashtags:
#CharacterDay2016 & #WFUCharacterDay

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Facebook: engagementwfu

Share avenues for engagement featured on the Office of Student Engagement's Fan Page.

Twitter: @wfu_engage

Share posts from the Office of Student Engagement using our hashtags.

Instagram: @engagementwfu

Use images created for posting or share posts from the Office of Student Engagement.

Snapchat: @engagementwfu

Highlight / Follow stories on campus during Character Day.





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Character Day Programming Global Livecast Q&A

Visit Characterday.org on the evening of September 21st and all day on September 22nd to join our Global LiveCast Q&A to listen and ask questions to some of the most prominent leaders in the field of character development, from all different perspectives: Martin Seligman, Angela Duckworth, Sal Kahn, Rabbi Jonathan Sacks, and many more.

11am EST: Chris Loo, Director of Global Diversity and Inclusion, Hack Harassment, Mountain View, California / Discussing working towards making a more inclusive online experience with Hack Harassment.

11:30am EST: G. Ayorkor Korsah, Senior Lecturer in Computer Science, Ashesi University College, Ghana / Discussing love of learning and growth mindset characteristics in her robotics work.

12pm EST: Sal Khan, Founder and CEO of Khan Academy/ Discussing taking a positive

3pm EST: Martin Seligman, Ph.D. Director, Positive Psychology Center and Professor of Psychology, University of Penn / Discussing creating a science around the question, what makes life worth living.

6pm EST: Angela Duckworth, Ph.D. Professor of Psychology, University of Penn. Author, GRIT / Discussing two important character traits, grit and self-control powerfully predict success. Angela Duckworth is Christopher H. Browne Distinguished Professor of Psychology at the University of Pennsylvania, and founder and scientific director of Character Lab, a nonprofit dedicated to advancing the science and practice of character development.

8pm EST: Marc Brackett, Ph.D. Director, Yale Center for Emotional Intelligence / Discussing how can we use the power of emotions to create a more effective and compassionate society. Director of Yale's Center for Emotional Intelligence and Senior Research Scientist in Psychology at Yale University,.