

Tulane fan photos hit Instagram and Facebook

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cjs@tulane.edu

The social media photo-sharing service Instagram is as hot as the fireworks during Tulane Homecoming, and Tulane fans can join the action by sharing their photos of Homecoming events and tagging them #wave2012.



This Tulane swim meet with a band at poolside caught the eye of a first-year student who is a member of the women's swimming team, who posted it on the tulaneu Instagram site. (Photo by Amelia Schachter)

A free mobile app, Instagram had 7.3 million daily users in August and recently hit a milestone of 5 billion photos shared. So, in conjunction with Homecoming Week at Tulane, social media gurus at Tulane this week will be picking the top photos tagged #wave2012 and posting those photos to the university's [Facebook page](#).

Fans are already posting their favorite campus pics, but good photo ops are especially available during [Homecoming and Family Weekend](#), Thursday through Sunday (Nov. 1-4). Some of the top events on Friday are the Wave '12 all-alumni reunion, fireworks, a concert by the Grammy-winning Rebirth Brass Band and the [Helluva Hullabaloo Auction and Party](#).

Saturday features tailgating and the homecoming football game against Rice

University at 2:30 p.m. at the Mercedes-Benz Superdome.

Instagram users can view all the photos that have been tagged #wave2012 by logging in and visiting them on a web viewer such as [Statigram](#). There also are several official Tulane Instagram accounts, including [Tulane Communications](#), the [Hullabaloo Auction](#) (specifically featuring auction items) and [Tulane Admission](#).

“Instagram is all about pictures and perspective, sharing what you're seeing and what you're doing,” says Aryanna Gamble, communications and marketing coordinator at Tulane. “We are picking pictures for the Tulane Facebook page that are visually interesting but show an insider's perspective of Tulane.”

Gamble hopes Tulane fans will get in the action during the homecoming festivities and tag their best photos with #wave2012 so that members of the Tulane community everywhere can enjoy the events as well.