

Kind Words Go Viral

Good vibes, good words all part of university's "Month of Believing"

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Who wouldn't want to hear something nice as they trudge off to class, Dimond Library or just back to their dorm to get some sleep before finals week? That was the idea behind a UNH video that's now gone viral.

With a stool, a megaphone and a sign encouraging passersby in Murkland Courtyard to say something nice to strangers and friends, university advancement staff helped strangers spread some good cheer during a stressful time in early December. "I like your hat" or "Have a great day!" were popular thoughts, and "You're a great lab partner" and "It's a great day to be a Wildcat!" were among the others. The idea was to simply put good energy out into the universe, and the video chronicling the day has carried the message forward, with some 31,000 hits so far online.

It was all part of the Month of Believing, an engagement campaign hosted by the UNH Advancement office to boast about all the great things happening at UNH and drum up some holiday-season pride in the school.



“With the end of a long semester and finals approaching, we thought students might like to pause and give a shout out to their peers; turns out we were right!” says Katie Oslin, director of the UNH Fund and one of the organizers of Month of Believing events.

Each week of the campaign followed a special theme—UNH Cares, UNH Serves, UNH Thanks and UNH Pride—and all related events were chronicled on social media using the hashtag #ibelieveinunh and online at www.unh.edu/ibelieveinunh.

Watch the funny video [here](#).

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