

Appendix 2: Sample Social Media Posts

- <https://www.facebook.com/UWMadisonCALs/photos/a.127032690693401.21302.107900952606575/1256809101049082/?type=3&theater>
- <https://www.facebook.com/UWMadisonCALs/photos/a.127032690693401.21302.107900952606575/1220103754719617/?type=3&theater>
- <https://www.facebook.com/UWMadisonCALs/photos/a.127032690693401.21302.107900952606575/1129150287148298/?type=3&theater>
- <https://www.facebook.com/UWMadisonCALs/photos/a.127032690693401.21302.107900952606575/1161871043876222/?type=3&theater>