

Promoting the American Talent Initiative's Mission by Celebrating Talent

#ActivateTalent Campaign Goals

- Elevate the overarching message that talent knows no bounds and can be found across all income levels and zip codes.
- Promote diverse student and faculty stories in order to create a sense of belonging among current and prospective lower-income students.
- Demonstrate the importance of the American Talent Initiative's mission to students, other colleges, and the general public, and to highlight the commitment of ATI member institutions to socioeconomic diversity.
- Inspire college presidents and other influencers (boards of trustees, alumni, and students) to take action to improve access and opportunity at our nation's top-performing colleges.

1 Choose at least one day to participate.

The #ActivateTalent campaign will run from **September 18, 2017 to February 16, 2018**, with each ATI member institution choosing at least one day to share stories. Pick days that work well for your team's schedule and events on your campus calendar.

- View the [Google Sheet Calendar](#)
- By **September 13, 2017** please [choose up to two](#) days that are free on the calendar. We're aiming for one school per day.
- After September 18, 2017, please feel free to select additional posting days.
- Mark your selected dates on your own calendars, social media editorial calendars, etc.

3 Interview your subjects and write posts for social media.

With your story leads chosen, reach out! Set up your interviews and capture stories in written (and recorded, if helpful) form.

- Use our tip sheet for guidance on writing authentic, compelling stories about your subject's experiences.
- Remember to get your subject's full name (and spelling), major/department, year, and social media handles.
- Follow up via email to clarify any questions, thank them for participating, and let them know when they can expect to see their story go live.

2 Begin your search for story leads.

Great stories are everywhere just waiting to be told. With your dates chosen, start the story gathering process early so you have time to **find, write, and prepare**.

- Use our [tip sheet](#) for ideas on finding a great story.
- Look at stories you've shared in the past for potential leads.
- Identify final story leads.

4 Capture photos and video.

As you know well, a strong visual can be the most important factor in whether a social media posts engages your audience or falls flat.

- Use a high-quality camera and find a well-lit spot with an attractive backdrop.
- If possible, capture your subject in action that relates to their story.
- Get written permission, if needed, and provide photo credits where appropriate.
- Capture many photos, including portrait and action shots. If you have more than great shot, you can do a multi-photo post.

TIP: Depending on your plan to share the story, consider capturing video as well. Portrait-style (vertical) video can be effective for this type of storytelling, particularly if using Snapchat to share.

5 Plan social media posts.

Use your team’s creativity to share these stories! There are no rules for how and where to share.

- On **Facebook**, you could share a photo with a longer narrative post, or go Live during the interview.
- On **Instagram**, you could do a multi-photo post showing the subject in action or give them the keys to the account for a one-day takeover of your Instagram Stories to show a day in their life.
- On **Snapchat**, you could use Stories to do a video Q&A with the subject.

6 Promote your posts broadly.

Your institution has a fantastic audience already, and this campaign will help connect you with all the other ATI members.

Share your posts broadly, share other members’ **#ActivateTalent** posts, and don’t limit yourself to just two posts if you have more to say.

We’re all in this together, so the more we can all do to elevate other ATI members, the more attention we can bring to this important work.



Campaign Checklist

Regardless of how you choose to share your **#ActivateTalent** stories, keep this campaign checklist in mind:

- Include the **#ActivateTalent** hashtag wherever possible! That’s how we’ll knit this whole campaign together.
- Mention story subjects in your post, use relevant campus hashtags and location tags, and include any relevant organizations or departments.
- Note for your audience that this part of a larger **#ActivateTalent** campaign with 80+ institutions across the country working together to give talented lower-income students a shot at attending top schools.

For more promotion ideas, see our [tip sheet](#).



#ActivateTalent