

TAG YOUR PARTNERS AND INCLUDE THE ATI HASHTAG:

ATI partners:

- Aspen Institute College Excellence Program: [@AspenHigherEd](#)
- Ithaka S+R: [@IthakaSR](#)
- Bloomberg Philanthropies: [@BloombergDotOrg](#)

ATI hashtag:

- #ActivateTalent

INCORPORATE LINKS AND GRAPHICS:

ATI links:

- [ATI Website](#)
- [ATI Members](#)
- [February 2020 ATI Impact Report: Expanding Opportunity for Lower-Income Students](#)
 - [Social Media Graphics](#)

SHARE YOUR STORIES AND BROADEN YOUR REACH:

- Share the ATI impact report through your institution's various social media accounts, as well as on college websites and program pages and to local media outlets.
- If your institution is making progress, share details of what you've accomplished and how.
- Highlight individual students who demonstrate the benefits of socioeconomic diversity on campus and your institution's commitment.
- If there are charts in your individualized ATI data report that tell a great story about socioeconomic diversity at your institution, consider sharing them publicly. We can help you access shareable versions if you would like.

SAMPLE POSTS:

TWITTER – College President or Leader

- **[Institution name]** is a proud member of the American Talent Initiative, an alliance working to expand access and opportunity at high grad-rate colleges so all students can succeed. Read about our progress here. #ActivateTalent **[Link to report]**
- We at **[institution name]** are committed to improving access to opportunity by working to enroll more lower-income students and ensuring their success! We are proud of the progress so far, with more to do: **[Link to Report]** #ActivateTalent
- Proud that **[Institution name]** works alongside high grad-rate colleges and universities across the nation to close education gaps and create a more equitable future for all students. Read our latest progress report. **[Link to report]** #ActivateTalent **[Insert Graphic]**

TWITTER – College or University

- **[Institution name]** is dedicated to expanding opportunity for lower-income students. That's why we are part of the American Talent Initiative. Read about ATI's progress. #ActivateTalent @AspenHigherEd @IthakaSR @BloombergDotOrg **[Link to Report]** **[Insert Graphic]**

- Education is 🔑 to cultivating talent + enabling upward mobility. **[Institution name]** is proud to be an ATI member, working to expand opportunity for all students. Read about ATI's progress: **[Link to Report]** #ActivateTalent @AspenHigherEd @IthakaSR @BloombergDotOrg **[Insert Graphic]**
- Higher ed is a crucial conduit ➡ social mobility. As an American Talent Initiative member, **[institution name]** helps ensure access to quality education for lower-income students. Read about our progress in the latest ATI report: **[Link to Report]** #ActivateTalent @IthakaSR @BloombergDotOrg

LINKEDIN/FACEBOOK/INSTAGRAM – College or University

- The American Talent Initiative members are on track to ensure that 50,000 additional low- and moderate-income students receive access to high graduation-rate colleges by 2025. **[Institution name]**'s dedication to providing opportunity and strengthening the student experience helps to cultivate talent and enable upward mobility. #ActivateTalent **[link to report]** **[Insert Graphic]**
- At **[institution name]**, we believe that education is the key to cultivating talent and enabling upward mobility. That's why we are part of the American Talent Initiative, a nationwide alliance of leading colleges and universities. ATI is on track to enroll 50,000 additional lower-income students by 2025. Read our latest progress report, *Expanding Opportunity for Lower-Income Students*: **[link to report]** #ActivateTalent **[Insert Graphic]**
- **[Institution name]** is a proud member of the American Talent Initiative—an alliance of leading colleges and universities dedicated to enrolling more high-achieving lower-income students. Our new progress report, *Expanding Opportunity for Lower-Income Students*, shows how the national effort is paying off. Take a look at the full report here: **[insert link]** #ActivateTalent #ATI