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
  - 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 key to cultivating talent and 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 in 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