



Announcement-Related Social Media Posts

Relevant Accounts on Twitter:

American Talent Initiative: [@ATI_Talent](#)

Aspen Institute College Excellence Program: [@AspenHigherEd](#)

Ithaca S+R: [@IthakaSR](#)

Bloomberg Philanthropies: [@BloombergDotOrg](#)

Relevant Accounts on LinkedIn:

Aspen Institute College Excellence Program: [@Aspen Institute College Excellence Program](#)

Ithaca S+R: [@Ithaka S+R](#)

Bloomberg Philanthropies: [@Bloomberg Philanthropies](#)

Hashtags to Use:

#ActivateTalent, #collegeaccess, #equity, #HigherEd, #EdEquity

Links to Share:

[ATI Website](#)

- [List of ATI Members](#)
- [Overview of ATI “Accelerating Opportunity” Campaign](#)
- [Overview of ATI’s “Progress Toward Goal”](#)
- [ATI Resource “Hub”](#)

Graphics:

- [Map of Members](#)
- [Overview of Mission](#)

Don't forget to attach a graphic or image for maximum impact!

Suggested Copy for Twitter

Excited to share we're part of [@ATI_Talent](#), a national alliance of 125+ colleges & universities devoted to improving access and success for all students regardless of income. Ready to learn more? Click here: www.americantalentinitiative.org #ActivateTalent

Talent is distributed evenly across the nation—opportunity isn't. We're ready to help close the gap as a member of @ATI_Talent with @AspenHigherEd, @IthakaSR, & @BloombergDotOrg.
<https://americantalentinitiative.org/recommitment/> #ActivateTalent #collegeaccess #edequity

We're committed to increasing access to #higherEd for more talented, lower-income students. That's why we've joined @ATI_Talent to help enroll & graduate 50,000 additional lower-income students across America by 2025. <https://americantalentinitiative.org/what-we-do/> #ActivateTalent

We're grateful to be 1 of 125+ of the nation's top colleges and universities in @ATI_Talent to expand opportunity for talented lower-income students. Learn what this means for our access & success efforts at [INSTITUTION]. #ActivateTalent www.americantalentinitiative.org

Suggested Copy for LinkedIn

Talent is distributed evenly throughout our society, but opportunity is not. [We are/Institution is] proud to be part of the @American Talent Initiative and collaborate with 125+ other high-performing colleges to close the gap. Learn about our plans to help enroll, support, and graduate 50,000 more talented lower-income students at campuses across America by 2025.
<https://americantalentinitiative.org/what-we-do/>

We're excited to announce we're one of the 125+ nation's top colleges and universities in the @American Talent Initiative, working toward a goal to expand opportunity for talented lower-income students. Read more about how we're planning to advance this work with the support of the @Aspen Institute College Excellence Program, @Ithaka S+R, and @Bloomberg Philanthropies:
www.americantalentinitiative.org

By joining the @American Talent Initiative, [we are/institution is] amplifying our efforts to attract, enroll, and graduate talented lower-income students. With 125+ other top-performing colleges and universities, we're excited to contribute to the kind of change that no single institution can accomplish alone. See how we plan to do our part: <https://americantalentinitiative.org/recommitment/>

We're committed to ensuring more talented, lower-income students can access college & realize their potential. That's why we're part of the @American Talent Initiative and working to reach a shared goal: enroll, support, and graduate 50,000 additional lower-income students across America by 2025. Learn more about our work in this initiative with @Aspen Institute College Excellence Program, @Ithaka S+R, and @Bloomberg Philanthropies here: <https://americantalentinitiative.org/what-we-do/>