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NATIONAL FIRST-GENERATION COLLEGE CELEBRATION

TOOLKIT

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PURPOSE

The purpose is to celebrate first generation students at ATU, encourage students to be proud for being a first generation college student (it's a huge accomplishment!), and share stories from first-generation tech students about what being first-gen means to them.

https://www.washington.edu/diversity/nat ional-first-gen-day/toolkit/ (Social media content link)

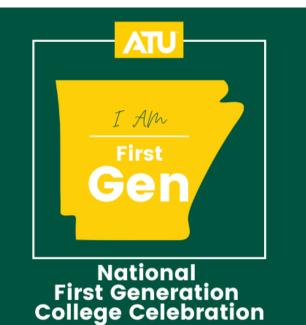
KEY MESSAGES

Hashtags to use:

(National Celebration Day hashtag) #CelebrateFirstGen #ProudToBeFirst #FirstGenAndProud #1stGen (ATU Brand) #ATUFirstGen #FirstGenAtATU

FACEBOOK

- I am proud to be a #ATUFirstGen student because {insert response here} #CelebrateFirstGen
- Every day our #ATUFirstGen students, faculty, and staff make great contributions to our university community. We are proud to join colleges and universities across the country to recognize the National First-Generation College Celebration on November 8! Learn more at https://www.atu.edu/firstgen #CelebrateFirstGen #BeTheFirst



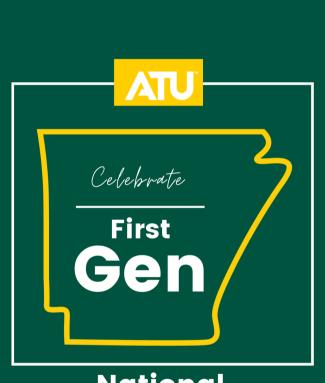


FACEBOOK

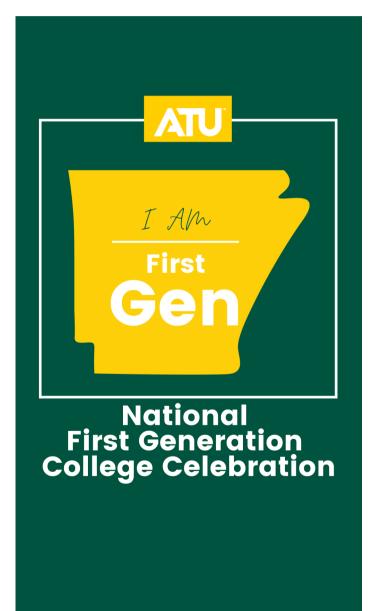
SUGGESTED POSTS FOR DEPARTMENTAL, PROGRAMMATIC, OR PERSONAL SOCIAL MEDIA ACCOUNTS: https://www.canva.com/design/DAEIo1V7 3uA/share/preview? token=wjbxTdvqbUyCt_JwsObWpg&role =EDITOR&utm_content=DAEIo1V73uA& utm_campaign=designshare&utm_mediu m=link&utm_source=sharebutton https://www.canva.com/design/DAEKfU JxsG8/share/preview? token=q58VpifbeY3R8P7PmNil6g&role =EDITOR&utm_content=DAEKfUJxsG8 &utm_campaign=designshare&utm_me dium=link&utm_source=sharebutton

I N S T A G R A M

SUGGESTED POSTS FOR DEPARTMENTAL, PROGRAMMATIC, OR PERSONAL SOCIAL MEDIA ACCOUNTS:



National First Generation College Celebration



INSTAGRAM

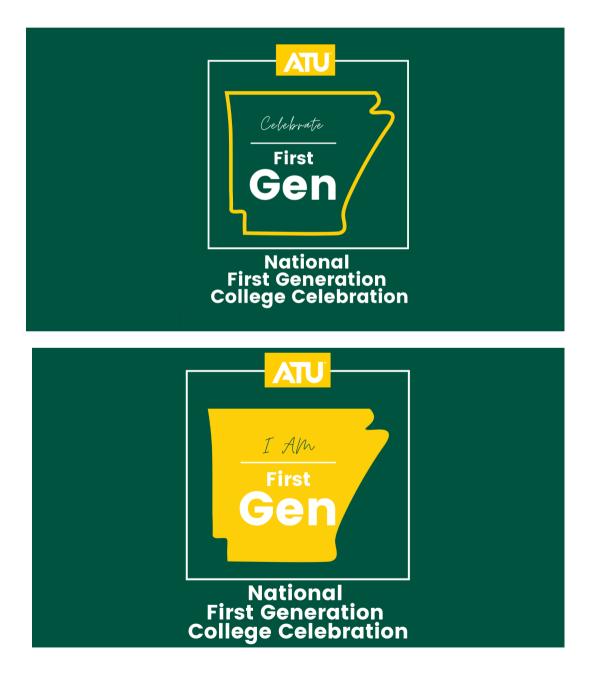
- Instagram should focus on highlighting and sharing stories from current first-generation students at ATU.
- Ask for submissions and post them with a picture of the student through the week of November 8-14.
- Call others to action to share their first-gen stories on their personal pages with the hashtags listed on page 2.

TWITTER

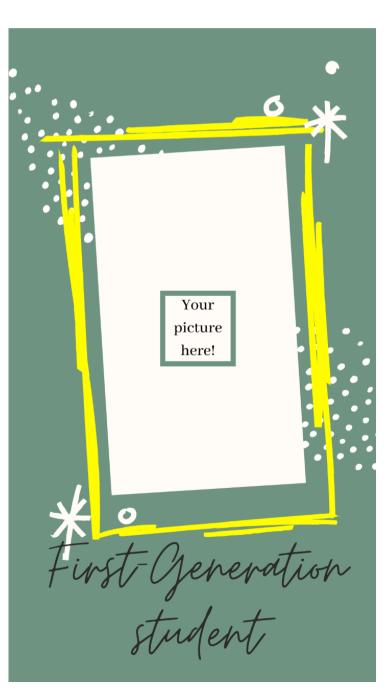
- I am proud to be a #ATUFirstGen student because ... #CelebrateFirstGen.
- Arkansas Tech University is honored to participate in the National First-Gen College Celebration in November. Please join us in celebration.
 #CelebrateFirstGen #BeTheFirst.
- There is also a feature on Twitter where a Tweet can be made with a link so when someone clicks on it, it takes them to a pre-drafted tweet to share. This could be something alone the lines of "If you're a first generation student, click here." The drafted tweet will include "proud to be a first-gen student" as well as hashtags listed on page 4.

TWITTER

SUGGESTED POSTS FOR DEPARTMENTAL, PROGRAMMATIC, OR PERSONAL SOCIAL MEDIA ACCOUNTS: https://www.canva.com/design/DAEKfS4izo/share/preview? token=C561iisIFqx0FR3pqEdxaw&role=EDITOR &utm_content=DAEKfS4izo&utm_campaign=designshare&utm_medium=li nk&utm_source=sharebutton



EXTRA Social Assets



POST CARD

https://www.canva.com/design/DAE L7k3RVgo/share/preview? token=bJAjDQtYE7cukk-ID7WjZQ&role=EDITOR&utm_cont ent=DAEL7k3RVgo&utm_campaign =designshare&utm_medium=link& utm_source=sharebutton

SUGGESTED POSTS FOR DEPARTMENTAL, PROGRAMMATIC, OR PERSONAL SOCIAL MEDIA ACCOUNTS:





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CONTACT

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> THIS FIRST-GENERATION TOOLKIT WAS CREATED BY THE ARKANSAS TECH UNIVERSITY RESIDENCE LIFE MARKETING TEAM