

TOOLKIT

ATUTM

ARKANSAS TECH
UNIVERSITY

NOVEMBER * 2020

**NATIONAL
FIRST-GENERATION
COLLEGE CELEBRATION**

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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/national-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

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

- 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/DAElolV73uA/share/preview?
token=wjbxTdvqbUyCt_Jws0bWpg&role
=EDITOR&utm_content=DAElolV73uA&
utm_campaign=designshare&utm_mediu
m=link&utm_source=sharebutton](https://www.canva.com/design/DAElolV73uA/share/preview?token=wjbxTdvqbUyCt_Jws0bWpg&role=EDITOR&utm_content=DAElolV73uA&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton)

https://www.canva.com/design/DAEKfUJxsG8/share/preview?token=q58VpifbeY3R8P7PmNiI6g&role=EDITOR&utm_content=DAEKfUJxsG8&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

INSTAGRAM

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



INSTAGRAM

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

- 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

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

- 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 along 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/DAEKfS4i-zo/share/preview?
token=C56liisIFqx0FR3pqEdxaw&role=EDITOR
&utm_content=DAEKfS4i-
zo&utm_campaign=designshare&utm_medium=li
nk&utm_source=sharebutton](https://www.canva.com/design/DAEKfS4i-zo/share/preview?token=C56liisIFqx0FR3pqEdxaw&role=EDITOR&utm_content=DAEKfS4i-zo&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton)



EXTRA SOCIAL ASSETS

SUGGESTED POSTS FOR
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PROGRAMMATIC, OR PERSONAL
SOCIAL MEDIA ACCOUNTS:



POST CARD

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

[https://www.canva.com/design/DAEL7k3RVgo/share/preview?
token=bJAjDQtYE7eukk-
ID7WjZQ&role=EDITOR&utm_cont
ent=DAEL7k3RVgo&utm_campaign
=designshare&utm_medium=link&
utm_source=sharebutton](https://www.canva.com/design/DAEL7k3RVgo/share/preview?token=bJAjDQtYE7eukk-ID7WjZQ&role=EDITOR&utm_content=DAEL7k3RVgo&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton)



Thank You



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**FOR MORE INFORMATION, PLEASE
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**THIS FIRST-GENERATION TOOLKIT
WAS CREATED BY THE ARKANSAS
TECH UNIVERSITY RESIDENCE LIFE
MARKETING TEAM**
