**Social Media for Colleges/Universities and Teaching Centers**

Connect with ACUE on social media:

* Twitter: [@ACUE\_HQ](https://twitter.com/ACUE_HQ?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)
* Facebook: [/acuecommunity](https://www.facebook.com/acuecommunity/)
* LinkedIn: [/company/acue](https://www.linkedin.com/company/acue)

Ideas and suggestions:

* Social media posts can be used to share a link to a university news item about the initiative (Twitter posts’ character count will accommodate a [Bitly](https://bitly.com/) link). The media kit includes resources for press releases, news stories, and other materials.
* The course launch and pinning ceremony are opportunities for media teams to photograph the campus initiative and interview course-takers. These photos can be used in social media posts, alongside news articles, and in blog posts.
* In the media kit, you will also find examples of social media graphics. ACUE’s communications team can help you create a graphic tailored to your institution.
* Sample posts are below, but we encourage you to craft your own, particularly by featuring course-takers and students impacted by the initiative. For example, you could feature course-takers in faculty spotlights: choose one faculty member each month to feature on social media, and ask the faculty members questions about how they have adjusted their practice, what techniques from the course they have used, and the impact they’re making on students.

**General**

*Facebook/LinkedIn*

What helps students learn more, stay engaged, and graduate in higher numbers? Evidence-based teaching practices. That’s why [Institution] has partnered with the [tag>] Association of College and University Educators to hone faculty’s pedagogical skills as part of our commitment to student success.

As part of our [Strategic Initiative], [Institution] is promoting student success through great teaching in collaboration with [tag>] the Association of College and University Educators. Faculty are learning about and implementing the evidence-based teaching practices that keep students engaged, enrolled, and learning. Learn more: [link to news item]

This semester our [teaching and learning center] is working with our faculty to reflect on their teaching and hone their craft as part of [Institution’s] commitment to student success. Through the [tag>] Association of College and University Educators, our faculty are earning a nationally recognized Certificate in Effective College Instruction endorsed by the American Council on Education—distinguishing our faculty’s commitment to educational excellence.

*Twitter*

We’re promoting student success through great #highered #teaching in collaboration with @ACUE\_HQ. #Faculty are learning the evidence-based teaching practices that keep students engaged, enrolled, and learning.

Through our partnership with @ACUE\_HQ, our faculty are earning a nationally recognized Certificate in Effective College Instruction endorsed by @ACEducation. These credentials distinguish #faculty for their commitment to educational excellence.

Our [teaching & learning center] is expanding its important work through a partnership with @ACUE\_HQ. #Faculty members are learning more about evidence-based #teaching practices, implementing them in the classroom, and honing their craft.

**Course Launch**

*Facebook/LinkedIn*

Our faculty are going back to school this [semester/year] to refine their pedagogical skills through the [tag>] Association of College and University Educators’ [course name; for example, Course in Effective Teaching Practices]. The course covers topics such as promoting higher order thinking, using active learning techniques, and establishing a productive learning environment.

What courses are you taking this semester? Our faculty members are starting the [course name; for example, Course in Effective Teaching Practices] through [Institution’s] partnership with the [tag>] Association of College and University Educators. Course-takers will learn about evidence-based teaching practices, implement them in the classroom, and refine their pedagogical skills.

*Twitter*

Our #faculty are going back to school to expand their #highered pedagogical skills through the @ACUE\_HQ [course name; for example, Course in Effective Teaching Practices].

Today was our #faculty members’ first day of class. They’re enrolled in a [course name; for example, Course in Effective Teaching Practices] through a collaboration with @ACUE\_HQ to hone their #highered #teaching skills and further their commitment to educational excellence.

**Pinning**

*Facebook/LinkedIn*

We’re proud of our faculty who completed a program in the evidence-based teaching practices that help students learn more, stay engaged, and graduate in higher numbers through our partnership with the [tag>] Association of College and University Educators.

Congratulations to our faculty members who are expanding their pedagogical skills and earned a [tag>] American Council on Education-endorsed credential by completing a [tag>] Association of College and University Educators’ course.

This semester our [teaching and learning center] supported faculty in expanding their pedagogical skills as part of [institution’s] partnership with [tag>] Association of College and University Educators. Learn about our newly credentialed faculty: [Link to university news page item].

[Faculty member pictured] is one of our faculty members who earned Certificates in Effective College Instruction by expanding their pedagogical skills through a course from the [tag>] Association of College and University Educators. Congratulations!

*Twitter*

We’re proud of our #faculty who completed a course in the evidence-based #teaching practices that help #highered students learn more, stay engaged, and graduate in higher numbers through our partnership with @ACUE\_HQ.

Congratulations to our #faculty members who are expanding their pedagogical skills and earned an @ACEducation-endorsed credential through an @ACUE\_HQ course in effective #highered #teaching practices.

This semester our [teaching and learning center] supported #faculty in expanding their pedagogical skills as part of [institution’s] partnership with @ACUE\_HQ. Learn about our newly credentialed faculty: [Link to university news page item].

 [Faculty member pictured] is one of our #faculty members who earned Certificates in Effective College Instruction by expanding their #highered pedagogical skills through a course from @ACUE\_HQ. Congratulations!