

**Social Media Toolkit for Colleges,**

**Universities and Teaching Centers**

**Connect with ACUE**

* 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**

* Generally, social media posts are more successful when accompanied by an image, graphic or video. Graphics can be easily made using Canva, a free online tool with plenty of templates.
  + Should your institution want co-branded graphics, please connect with the ACUE communications team ([communications@acue.org](mailto:communications@acue.org)) and we’ll be able to further assist you.
* Campus news stories, press releases are great items to share across social media. The partner communications toolkit has sample stories for this purpose.
* The course launch and pinning ceremony are great opportunities for media teams to photograph the campus initiative and interview course-takers. These photos, videos and testimonials can be used in social media posts, alongside news articles, and in blog posts.
* 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.
  + We recommend you encourage course-takers to share their experiences online, tagging your institution and ACUE.

**General**

***Facebook/LinkedIn***

Faculty are our greatest asset. At [Institution], we believe in investing in our instructors to promote student success, and that’s why we’re partnering with the Association of College and University Educators (ACUE). Endorsed by the American Council on Education (ACE), ACUE’s programs equip faculty with the evidence-based teaching practices proven to improve student engagement, increase persistence, and close equity gaps. [Press release or announcement]

When taught well, graduates are 1.9 times more likely to be engaged at work and lead fulfilling lives. As part of a strategic initiative to improve student outcomes, [Institution] is partnering with the Association of College and University Educators (ACUE), an evidence-based program endorsed by the American Council on Education. Faculty are learning about and implementing the evidence-based teaching practices that keep students engaged, enrolled, and learning. [News item]

***Twitter***

We believe every student deserves an excellent education. That’s why we’re partnering with @ACUE\_HQ, a credential program that enables educators to learn evidence-based teaching practices. ACUE faculty have been shown to retain more students, improve student achievement, and narrow equity gaps.

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.

**Course Launch**

***Facebook/LinkedIn***

Teaching is taking center stage at [Institution]! Our faculty will be strengthening their teaching skills through the Association of College and University Educators’ (ACUE) [Course name]. Grounded in evidence-based practices, supported by extensive research, the program is a comprehensive approach to instruction. We’re excited to be partnering with ACUE to achieve our student success goals!

Our dedicated faculty are heading back to school this semester! [# of faculty] will be earning their credentials in [course] through the Association of College and University Educators [ACUE], learning and honing skills in evidence-based teaching practices, joining more than 24,000 educators across the country who have become ACUE Certified.

***Twitter***

Teaching is taking center stage at [Institution]! Our will be refining their pedagogical skills through @ACUE\_HQ’s [course name], joining more than 24,000 educators across the country who have become ACUE Certified.

**Pinning**

***Facebook/LinkedIn***

On [Date], [# of faculty] received their ACUE credential after completing a rigorous program in evidence-based teaching practices. Join us in congratulating these dedicated educators, who are already taking their knowledge to the classroom!

We’re so proud of the [# of faculty] [Institution name] educators who have earned their ACUE credentials! This is a testimony to hard work, dedication, and a commitment to student success. Congratulations! [QUOTE from ACUE Certified faculty]

***Twitter***

We’re so proud of the [# of faculty] [Institution name] educators who have earned their @ACUE\_HQ credentials! This is a testimony to hard work, dedication, and a commitment to student success. Congratulations!

[QUOTE from ACUE faculty at institution]

Congratulations to our newly @ACUE\_HQ Certified faculty!