



## AAUW Strategic Plan Social Media Rollout Toolkit

Ahead of the launch of AAUW's Strategic Plan, we are providing you with tools to communicate about the launch plan with your membership.

This toolkit provides recommended:

- Social media posts
  - Post 1 – *May 13, 2025*
    - LinkedIn
    - Facebook
    - Instagram
  - Post 2 – *May 14/15, 2025*
    - LinkedIn
    - Facebook

**Download:** Graphics for Instagram posts are [located here](#).

### WHEN TO POST ON SOCIAL MEDIA

Please refrain from posting about the new strategic plan until ***May 13, 2025***.

### TAG AAUW ON SOCIAL MEDIA

When you share your custom social media graphic, use @ to tag AAUW in your post. Here's how to tag AAUW for each platform:

- [LinkedIn](#): @AAUW
- [Facebook](#): @AAUW.National
- [Instagram](#): @aauwnational

## CONTENT + SAMPLE POSTS

We've provided a few suggested posts below. With a few adjustments, you can easily use these as templates for your own custom posts.

### Post 1

*Timing: Post the morning of Tuesday, May 13*

#### **LinkedIn:**

We're proud to be part of AAUW ([tag](#)) today as we launch our new strategic vision, which advances gender equity by supporting women in higher education. For 140 years, AAUW has been a leader in this space, and it couldn't feel more important at this moment.

Under this new strategic plan, AAUW will invest directly in women's access to higher education, advance their success in academia and research, foster women's leadership, champion gender equity, and more.

Learn more about our strategic plan here:

**[Link to webpage]**

#### **Facebook:**

We're proud to be part of AAUW ([tag](#)) today as we launch our new strategic vision, which advances gender equity by supporting women in higher education. For 140 years, AAUW has been a leader in this space, and it couldn't feel more important at this moment.

Under this new strategic plan, AAUW will invest directly in women's access to higher education, advance their success in academia and research, foster women's leadership, champion gender equity, and more.

We encourage you to join a special webinar on our new strategic plan tonight at 7pm ET. Register here: <https://my.aauw.org/event-information?id=a0lQr000001K4EzIAK>

#### **Instagram:**

**Graphics for Instagram posts are [located here](#).**

*\*The photos should be posted in the order of the number on the top-right corner (circled in red below).*



*Caption:* So proud to be a part of AAUW as it announces the launch of its new strategic vision. Let's get to work!

## Post 2

*Timing: Post on Wednesday, May 14 or Thursday, May 15*

### LinkedIn:

We've made incredible progress in advancing women in higher education since AAUW ([tag](#)) was founded, but we can't let the current attacks on higher education set us back.

Community is critical to executing AAUW's new strategic vision, and our branch looks forward to supporting AAUW through local efforts to advance gender equity through higher education.

Interested in learning more? Read about our new strategic plan here:

**[Link to webpage]**

### Facebook:

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