Public awareness of the value of SCUs compared to other types of colleges is low, a 2013 AASCU survey found. SCUs can use social media to raise this awareness and to frame their individual campaigns within a larger movement. Use the #Opps4All hashtag in conjunction with social media posts showing how your SCU demonstrates affordability, accessibility, quality or community responsibility.

Check out our member portal at www.aascu.org/Opps4All/Members to take the Opportunities for All pledge and to get additional social media resources, including sample posts, sharable video.

Digital consumers around the world spend about one of every three minutes online on social media and messaging, reports technology company GlobalWebIndex in its Q1 2017 “GWI Social” report. Our Opportunities for All campaign uses the popularity of

TOUT THE BENEFITS OF SCUs

Tout the Benefits of SCUs

Using more than two hashtags in a tweet decreases engagement, so make sure to optimize the hashtags you use. Here are some suggested hashtags for you to increase the visibility of your social media efforts.

#OPPS4ALL, #HIGHERED, #HIGHEREDUCATION, #EDREFORM, #STUDENTSUCCESS, #BLACKEDU, #LATINOEDU, #FIRSTGEN, #AASCU
social media to promote the value of state colleges and universities (SCUs), while also allowing schools to highlight their unique benefits. Here are some tips to help you become a part of the campaign and to optimize your social media efforts.

Opportunities for All was developed to bring heightened awareness to SCUs in general, while providing leeway for individual schools to highlight their offerings. Incorporating the campaign’s messaging into your social media posts and using these tips will complement and strengthen your communications efforts.

Studies show using images can drastically increase engagement on Facebook, LinkedIn and Twitter. Make sure to include images with your posts.

**On the Go**

A re using mobile devices to access social media, GlobalWebIndex reports. Including mobile-friendly social media buttons on your website will make your content easier to share, states social media management company Sprout Social in its 2016 article, “6 Ways to Immediately Boost Your Social Media Traffic.”

**Picture Perfect**

Image posts on Facebook get 179% more interactions than the average Facebook post.

Tweets with images get 18% more clicks, 89% more favorites, 150% more retweets.

98% of LinkedIn posts with images earn more comments than text-only posts.

**Sharing is Caring**

Use videos to personalize your messages and to connect with your audiences.

**Source:** BuzzSumo, “Facebook: How To Drive Engagement In The World’s Most Powerful Content Feed,” 2015.

**Source:** AdWeek, “Tweets With Images Get 18% More Clicks, 89% More Favorites And 150% More Retweets [STUDY],” 2013.