



**Think Higher.
Think College.**

Public Awareness Campaign

**SOCIAL MEDIA &
DISSEMINATION TOOLKIT**



Google Drive

NOTE: All graphics and printable materials referenced in this toolkit can be found in this campaign Google Drive

www.ThinkHigherEd.net



ThinkCollege

INCLUSIVE HIGHER EDUCATION NETWORK

INSTITUTE FOR COMMUNITY INCLUSION, UMASS BOSTON

ABOUT THE CAMPAIGN

We are launching a public awareness campaign to promote college opportunities for students with intellectual disability. The campaign goals are to:

- Inform educators and transition professionals
- Ensure college options are explored during transition planning
- Reach higher education professionals
- Increase the number of IHEs enrolling students with intellectual disability
- Build student and family awareness and preparation
- Raise awareness about college options for students with intellectual disability and encourage preparation in high school

WHAT IS INCLUSIVE POSTSECONDARY EDUCATION?

Inclusive postsecondary education (IPSE) refers to people with intellectual disability being enrolled in colleges and universities. It may also be called inclusive higher education. Students with intellectual disability enrolled in IPSE programs attend college with other peers with or without disabilities. These students have access to academic classes, internships, social clubs, Greek life, athletics, recreation, residence and dining halls, campus offices, and employment opportunities. Students take classes for audit or credit and work toward earning a certificate or credential. When they have completed their coursework, they graduate from their program and go on to more learning opportunities or to live and work in the community.

Why is IPSE important? College offers students with intellectual disability:

- Access to inclusive adult learning options
- Access to employment preparation via internships and work-based learning experiences
- Access to campus living opportunities
- Opportunities to plan for their future like other college students
- Opportunities for better employment and independent living outcomes

WHY SUPPORT THIS CAMPAIGN?

There are more than 420,000 school-age children with intellectual disability. However, fewer than 2% of school-age students will attend college. The problem? Many people do not know students with intellectual disability have the desire and ability to attend college with their peers and siblings.

We need your help to share the message that students with intellectual disability want to “Think Higher. Think College.” The tools and resources on the [campaign website](#) can be shared with teachers, transition specialists, school administrators, families, community members, and staff and faculty at colleges and universities. There’s something for everyone!



HOW TO SUPPORT THIS CAMPAIGN

- Visit the “[Think Higher. Think College.](#)” website to find resources for students, families, educators, transition professionals, and higher education professionals
- Share the “[Think Higher. Think College.](#)” campaign materials on social media, in communications, and in presentations
- Share the audience-specific resources with those in your network
- Hold high expectations for students with intellectual disability and involve them in planning for their future

TAGGING ORGANIZATIONS AND PEOPLE ON SOCIAL MEDIA

You can “tag” people and organizations on social media so your post shows up in their news feed. Also please use @ThinkCollege on Facebook so we will see and be able to boost your post. @ThinkCollege is an example of a handle.

For the public awareness campaign, please tag Think College on any social media platform!

- Facebook: @ThinkCollege
- Twitter: @ThinkCollegeICI
- IG: @ThinkCollegeICI
- LinkedIn: Think College
- Website: www.thinkcollege.net

HASHTAGS

We use hashtags so messages on social media are easy to find and follow. Hashtags help show others people think this is important.

Please use our hashtags: #THTC #ThinkHigher and #ThinkCollege with any photo, video, image, or story you share.

You may also use:

- #InclusiveHigherEd
- #DisabilityVisibility
- #Inclusion
- #DisabilityAwareness
- #IntellectualDisability
- #ThinkCollege
- #ChangingExpectations
- #IncreasingOpportunities



SAMPLE SOCIAL POSTS TO SHARE WITH IMAGES/VIDEOS

Can people with intellectual disability go to college? Yes, they can! Visit the “Think Higher. Think College.” public awareness campaign website to learn more. You’ll find a new video and lots of resources to #ThinkHigher #ThinkCollege at www.ThinkHigherEd.net.

People with intellectual disability can #Think Higher. #Think College. Think Access. Think Equity. Think Employment. Think Friendships. Think Confidence. Think Independence. Learn more at www.ThinkHigherEd.net.

Only 2% of school-age students with intellectual disability (ID) go to college. Learn how to change expectations for students with ID and #Think Higher. #Think College. www.ThinkHigherEd.net

SAMPLE NEWSLETTER/BLOG POST/OTHER COMMUNICATION

Share this message with your networks to get the word out about the “Think Higher. Think College.” Public Awareness Campaign. You can personalize this sample text and include it in your newsletters, blogs, emails, and other communications.

Subject Line: College is possible for students with intellectual disability!

Body text: Students with intellectual disability can go to college. Learn more at the “Think Higher. Think College.” public awareness campaign website (www.ThinkHigherEd.net). There’s a new video and extensive resources to support and expand college options for students with ID.

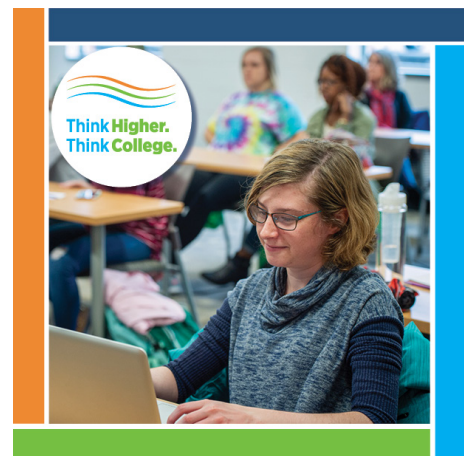
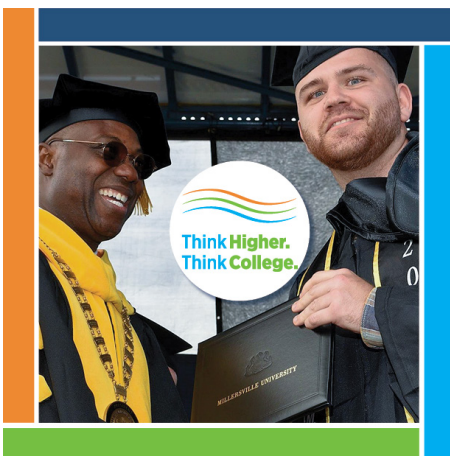
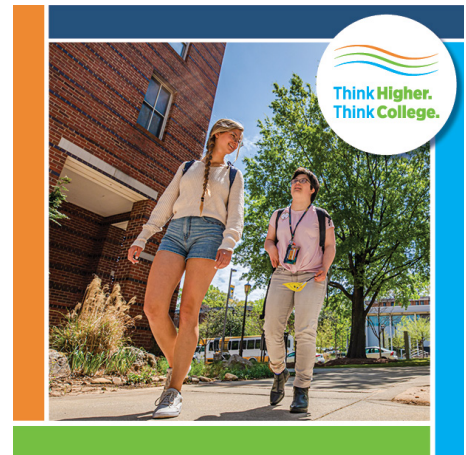
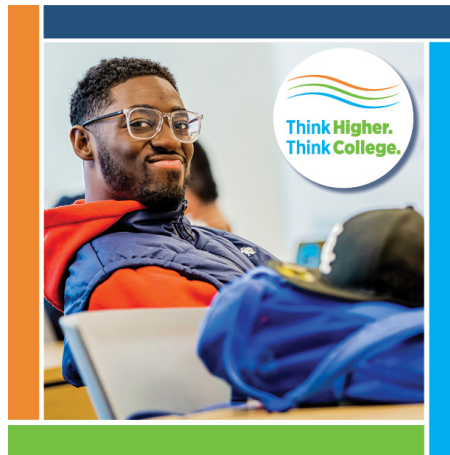
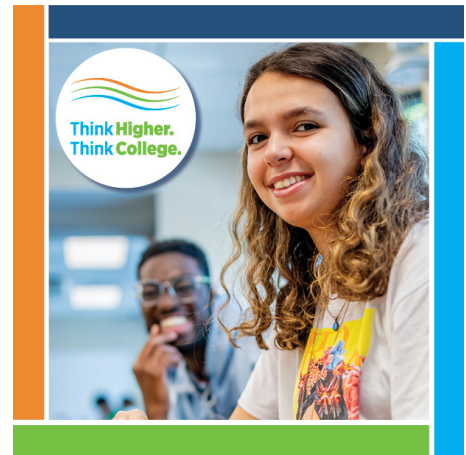
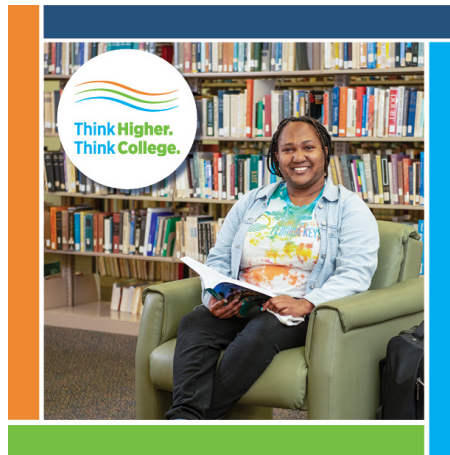
The “Think Higher. Think College.” campaign is part of the [Think College Inclusive Higher Education Network’s](#) work to promote inclusive postsecondary education (IPSE) opportunities for students with intellectual disability. The goals of the campaign are to increase knowledge of inclusive college options, share information about the benefits and outcomes of students with intellectual disability attending college, and offer people ways to spread the message:

“Think Higher. Think College.”



SOCIAL MEDIA GRAPHICS TO SHARE

All graphics and image descriptions can be found in the [campaign Google Drive](#).



Google Drive

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“THINK HIGHER. THINK COLLEGE.” CAMPAIGN POSTER

Use this poster at individualized education program (IEP) meetings, transition fairs, Board of Education meetings, community partnership meetings, and more.

Encourage people to “**Think Higher. Think College.**” and guide them to the numerous free resources on www.ThinkHigherEd.net.



**Think Higher.
Think College.**

**College is possible
for students with
intellectual disability.**



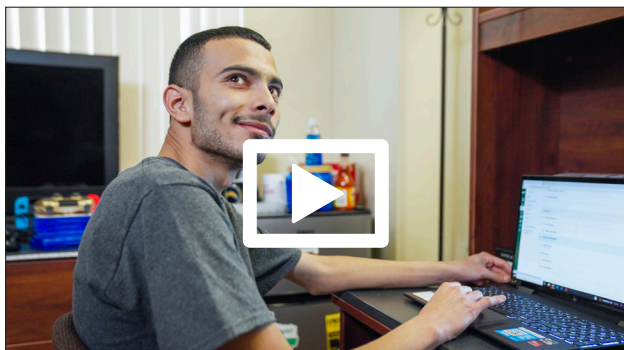
**Visit
www.ThinkHigherEd.net
to learn more.**



DOWNLOAD “THINK HIGHER. THINK COLLEGE.” CAMPAIGN VIDEOS



4-minute official “Think Higher. Think College.” campaign video with captions



6-minute official “Think Higher. Think College.” campaign video with captions and audio description



1-minute short version of the “Think Higher. Think College.” campaign video with captions



5-minute Educators Think College video with captions



2-minute Vocational Rehabilitation Can Think College video with captions



This resource is a product of the Think College Inclusive Higher Education Network at the Institute for Community Inclusion, University of Massachusetts Boston, and funded by a grant from the Office of Postsecondary Education (Grant No. P407C210001). It was developed as a part of the “Think College. Think Higher.” public awareness campaign. The opinions contained in this document are those of the authors and do not necessarily reflect those of the funder.

