



MOVING THE NEEDLE

ADVANCING WOMEN IN HIGHER EDUCATION LEADERSHIP

SUGGESTED TWEETS

We recommend using the following link when talking about Moving the Needle on Twitter:

<https://www.acenet.edu/MTN>

In your tweets, please use the campaign hashtag #ACEMTN whenever possible, include the Moving the Needle link, and be sure to tag @ACEducation and @LeadershipACE.

Tweets for Institutions:

We commit to effecting change to achieve gender parity in #higher leadership by joining @ACEducation's #ACEMTN

[Insert Institution Name Here] promotes the advancement of women to the college or university presidency #ACEMTN

Today, we joined #higher institutions in signing @ACEducation's #ACEMTN initiative to promote women leaders to the presidency

We are proud to support @ACEducation's #ACEMTN initiative to achieve gender parity in #higher

Tweets for Signers:

I signed on to support the #ACEMTN initiative to promote women to the college or university presidency. I

proudly signed on to @ACEducation's #ACEMTN initiative. Learn more here: <https://www.acenet.edu/MTN>

I believe women can hold at least 50 percent of #higher CEO roles by 2030 #ACEMTN

Women hold just 30% of US college & university presidencies. I pledge to make that number at least 50% by 2030. #ACEMTN



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SUGGESTED FACEBOOK AND LINKEDIN POSTS

We recommend using the following link when talking about Moving the Needle on Facebook and LinkedIn:

<https://www.acenet.edu/MTN>

Today, I [or Insert Institution Name] committed to advancing more women into senior leadership roles so that by 2030, at least 50 percent of chief executives of US colleges and universities will be women. Read more here: [LINK]

As of 2016, only 30 percent of college and university presidencies were held by women. ACE's Moving the Needle: Advancing Women in Higher Education Leadership initiative hopes to increase that number to 50 percent by 2030. We are proud to pledge our support today! [LINK]

President/Chancellor [Insert President's Name Here] pledged [his/her] support to the next generation of higher education leaders by signing on to the American Council on Education's Moving the Needle: Advancing Women in Higher Education Leadership initiative, a campaign with the goal of helping women hold at least 50 percent of chief executive positions at colleges and universities by 2030.

We're happy to announce [Insert Signer's Name Here] has signed on to the American Council on Education's Moving the Needle: Advancing Women in Higher Education Leadership initiative. [LINK]

Today we signed a commitment to promote the advancement of women to the presidency at U.S. colleges and universities. Learn more here: [LINK]

What will the next generation of college presidents look like? See how [Insert Signer's Name Here] has committed to effecting change by signing the American Council on Education's Moving the Needle: Advancing Women in Higher Education Leadership campaign. [LINK]

[Insert institution here] has teamed with the American Council on Education's Moving the Needle campaign to support the advancement of women to senior leadership positions and ultimately, the college presidency. [LINK]