

Moving the Needle: Advancing Women in Higher Education Leadership Social Media Messaging Toolkit

SUGGESTED TWEETS

We recommend using the following link when talking about Moving the Needle: Advancing Women in Higher Education Leadership on Twitter: <https://www.acenet.edu/acemtn>.

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

Tweets for Institutions:

- [Insert institution's name here] commits to effecting change to achieve gender parity in #highered leadership by joining @ACEducation's #ACEMTN initiative. <https://www.acenet.edu/acemtn>
- Today, we joined #highered institutions in signing @ACEducation's #ACEMTN initiative to promote women leaders to the presidency. <https://www.acenet.edu/mtn>
- We are proud to support @ACEducation's #ACEMTN initiative to achieve gender parity in #highered. <https://www.acenet.edu/acemtn>
- As of 2022, women held only 33 percent of college and university presidencies. @ACEducation's #ACEMTN initiative aims to increase that number to 50 percent by 2030, and we're proud to pledge our support. <https://www.acenet.edu/acemtn>
- We're happy to announce [insert signer's name here] has signed on to @ACEducation's Moving the Needle: Advancing Women in Higher Education Leadership initiative. #ACEMTN <https://www.acenet.edu/acemtn>

Tweets for Signers:

- I proudly signed on to support @ACEducation's #ACEMTN initiative to promote women to the college or university presidency. <https://www.acenet.edu/acemtn>
- Women hold just 33 percent of U.S. college and university presidencies. I believe that number should be much higher, and I pledge to help us reach at least 50 percent by 2030. #ACEMTN <https://www.acenet.edu/acemtn>
- As of 2022, women held only 33 percent of college and university presidencies. @ACEducation's #ACEMTN initiative aims to increase that number to 50 percent by 2030, and I am proud to pledge my support. <https://www.acenet.edu/acemtn>
- What will the next generation of college presidents look like? See how I have committed to effecting change by signing the pledge for @ACEducation's #ACEMTN initiative. <https://www.acenet.edu/acemtn>
- I am proud to support @ACEducation's #ACEMTN initiative to achieve gender parity in #highered. <https://www.acenet.edu/acemtn>

SUGGESTED FACEBOOK AND LINKEDIN POSTS

Please use the hashtag #ACEMTN when possible and tag our [LinkedIn](#) and [Facebook](#) accounts. We recommend using the following link when talking about Moving the Needle: Advancing Women in Higher Education Leadership within your social media posts: <https://www.acenet.edu/acemtn>.

For signers and/or institutions:

- Today, [I/we] committed to advancing more women into senior leadership roles so that by 2030, at least 50 percent of chief executives of U.S. colleges and universities will be women. Read more at <https://www.acenet.edu/acemtn>.
- While there are more women serving as college presidents today than ever before, men continue to outnumber women two-to-one in the presidency, highlighting a continued need to examine women's educational and professional pathways and their experiences in the college presidency. Today, [I/we] signed a commitment to promote the advancement of women to the presidency at U.S. colleges and universities. Learn more at <https://www.acenet.edu/acemtn>.
- As of 2022, women held only 33 percent of college and university presidencies. ACE's Moving the Needle: Advancing Women in Higher Education Leadership initiative aims to increase that number to 50 percent by 2030. [I am/We are] proud to pledge our support today! <https://www.acenet.edu/acemtn>
- [I/We] promote the advancement of women as a global imperative and seek ways to support the advancement of all women. [I/We] pledge to nominate and promote qualified women, provide opportunities for emerging women leaders, educate others on gender-diversified leadership, and empower teams in [my/our] own institution to sponsor women leaders. Learn more at <https://www.acenet.edu/acemtn>.
- In 2016, 30 percent of college presidents were women. By 2022, that number had grown only to 33 percent. ACE's Moving the Needle: Advancing Women in Higher Education Leadership initiative aims to increase that number to 50 percent by 2030. Learn more and pledge your support at <https://www.acenet.edu/acemtn>

For Institutions:

- [President/Chancellor] [insert president/chancellor's name here] pledged [his/her/their] 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, which has the goal of helping women hold at least 50 percent of chief executive positions at colleges and universities by 2030. <https://www.acenet.edu/acemtn>
- 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. <https://www.acenet.edu/acemtn>
- 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 pledge for American Council on Education's Moving the Needle: Advancing Women in Higher Education Leadership initiative. <https://www.acenet.edu/acemtn>
- [Insert institution's name here] has teamed up with the American Council on Education's Moving the Needle: Advancing Women in Higher Education Leadership initiative to support the advancement of women to senior leadership positions and ultimately the college presidency. <https://www.acenet.edu/acemtn>