



Left Out Social Media Toolkit

The Campaign Social Media Handles

Twitter - [@collegeopp](https://twitter.com/collegeopp)

Instagram - [@collegeopp](https://www.instagram.com/collegeopp)

Facebook - [@collegecampaign](https://www.facebook.com/collegecampaign)

Left Out Hashtags to Use

#RepresentationMatters

#LeftOut

#ISawMyself

Tweets

While students of color are the majority in CA #HigherEd, leadership roles remain over two-thirds White. New research examines lack of leadership diversity @UofCalifornia @calstate & CA #comm_colleges. #RepresentationMatters <http://bit.ly/LeftOut2>

Latest report from @CollegeOpp examines the dramatic mismatch between the racial & ethnic composition of college faculty, academic senates + leadership and the students they serve. <http://bit.ly/LeftOut2>

White overrepresentation in CA #HigherEd leadership means racial & ethnically diverse leaders are #LeftOut of decision-making that impact students. <http://bit.ly/LeftOut2>

We need more than a "commitment to diversity." We need diversity-related action! says @collegeopp #RacialEquity #RepresentationMatters <http://bit.ly/LeftOut2>

Facebook Posts

To what extent are racially diverse leaders routinely LEFT OUT of leadership roles in California public colleges and universities? Find out in The Campaign for College Opportunity's latest report <http://bit.ly/LeftOut2>

We need more than a "commitment to diversity." We need diversity-related action! New research shows California's higher ed institutions must do more to diversify their faculty and leadership. <http://bit.ly/LeftOut2>

69% of California college students come from diverse ethnic backgrounds and more than 54% of students are women – yet the decision makers – faculty, academic senators, and executives in CA higher Ed do not reflect this diversity. <http://bit.ly/LeftOut2>

White overrepresentation in CA higher ed leadership means racial & ethnically diverse leaders are LEFT OUT of decision-making that impact students. <http://bit.ly/LeftOut2>

Instagram Posts

See attached folder for images

Image 1 (69% image) text: Latest report from @CollegeOpp examines the dramatic mismatch between the racial and ethnic composition of faculty + leadership and the students that they serve. Link in their bio!
#RepresentationMatters #LeftOut

Image 2 (Racial Equity?) text: We need more than a “commitment to diversity.” We need diversity-related action! New research shows California’s higher ed institutions must do more to diversify their faculty and leadership.
#RepresentationMatters #LeftOut

#ISawMyself

Representation matters – especially in education. When was the first time you had a professor or leader on campus who looked like you? What impact did they have on your life?

One of the best ways to make an impact is to tell a story. Share your story with us on your social media handles using the hashtag #ISawMyself, so more people can understand the importance of inclusion in higher education. If you'd like to stay anonymous, share your thoughts [here](#).

Best Practices for posting

- Include images as often as possible to grab attention – [Click here for images](#)
- Tag @collegeopp on Twitter and Instagram and @collegecampaign on Facebook, so we can see and share your posts
- Use the hashtags #RepresentationMatters, #LeftOut and #ISawMyself