



affirming **EQUITY**
ensuring **INCLUSION**
empowering **ACTION**

**Affirming Equity. Ensuring Inclusion. Empowering Action.
Social Media Toolkit**

In response to the Supreme Court's ruling on race-conscious admissions

Thank you for joining the Campaign for College Opportunity in advocating for equal opportunity in higher education, where your voice is needed more than ever. Recently, the U.S. Supreme Court overturned the use of race-conscious college admissions, affecting colleges and universities across the country. Race-conscious admissions has been a cornerstone for many Latinx, Black, Asian American, Native Hawaiian and Pacific Islander (NHPI), and American Indian/Alaska Native (AIAN) students seeking college opportunity, the American dream, and to contribute to our Nation's vibrant multiracial democracy and economy. We join the national outcry condemning this decision as a threat to our country's very fabric.

We must seize this moment as an opportunity to ensure that all students who have been historically excluded and underserved by our colleges and universities have a real opportunity to go to college and succeed despite this erroneous decision. [Affirming Equity, Ensuring Inclusion, Empowering Action](#) is a national effort that calls on policymakers and higher education leaders to commit to upholding a fair and equal opportunity to higher education for Latinx, Black, Asian American, NHPI, and AIAN students by elevating evidence-based solutions and strategies in college preparation, recruitment, enrollment, admissions, and more.

Below are sample posts to use as we encourage the public to sign on to the [Open Call to Action](#), raise awareness of proactive practices and policies that work towards racial equity, and dismantle systemic barriers that hinder college access and success for Latinx, Black, Asian American, NHPI, and AIAN communities.

Hashtags:

#EquityInclusionAction

#WeWontGoBack

Graphics:

[Equity Inclusion Action Graphics](#)

General Social Media Posts:

Feel free to use any of the linked images below to accompany these posts:

[BANNERS \(LANDSCAPE\)](#)

[BANNERS \(SQUARE\)](#)

We condemn the SCOTUS decision ending race-conscious admissions, which has strengthened our democracy & economy for decades. College & national leaders must invest in the talents of diverse students to prevent a backslide in American progress. Learn how: <http://bit.ly/Equity-Inclusion-Action>

With the Supreme Court's decision to end race-conscious admissions, we must uphold our American values of an inclusive democracy & economy by affirming equal opportunity in higher ed. Join us: <https://collegecampaign.org/eia-sign-on>

Race-conscious admissions has been powerful in increasing equal opportunity in #HigherEd, but it is not a fix all. Several tools exist to combat discrimination - that's why we are calling on college & national leaders to implement them. Learn more: <http://bit.ly/Equity-Inclusion-Action>

The #SCOTUS decision to end race-conscious admissions is not an excuse to return to an era of exclusion. Discriminatory policies & practices must be eliminated to ensure Latinx, Black, Asian American, #NHPI & #AIAN students aren't shut out from #HigherEd. <https://collegecampaign.org/eia-sign-on>

The fate of our Nation depends on growing the talent of Latinx, Black, Asian American, #NHPI & #AIAN students, especially amid #SCOTUS' ruling ending race-conscious admissions. #HigherEd leaders MUST affirm diversity by implementing evidence-based practices. <http://bit.ly/Equity-Inclusion-Action>

More than half of all K-12 students are Latinx, Black, Asian American, #NHPI & #AIAN. College and national leaders must tackle discriminatory practices and policies in #HigherEd for the students who will power our economy and democracy. <http://bit.ly/Equity-Inclusion-Action>

Quotes from Leaders: Equal Opportunity to College is a Civil Rights Issue

"Deeming race irrelevant in law does not make it so in life," said Justice Jackson on the ban on race-conscious admissions.

This decision is not an excuse to return to an era of exclusion in higher education. Take action: <https://collegecampaign.org/eia-sign-on>

[Twitter Graphic](#)

[Instagram Graphic](#)

"Equal educational opportunity is a prerequisite to achieving racial equality in our Nation." We cannot allow the ban on race-conscious admissions to shut out generations of Latinx, Black, Asian American, #NHPI, and #AIAN students from higher education.

<https://collegecampaign.org/eia-sign-on>

[Twitter Graphic](#)

[Instagram Graphic](#)

"Now is the time to make real the promises of Democracy. Now is the time to rise from the dark & desolate valley of segregation to the sunlit path of racial justice." -MLK Jr. We must uphold equal opportunity in #HigherEd for the bright future we all deserve. [http://bit.ly/Equity-](http://bit.ly/Equity-Inclusion-Action)

[Inclusion-Action](http://bit.ly/Equity-Inclusion-Action)

[Twitter Graphic](#)

[Instagram Graphic](#)

"In our democracy, every young person should have an equal opportunity to obtain a higher education, regardless of his station in life or financial means." - John F. Kennedy.

#EquityInclusionAction <http://bit.ly/Equity-Inclusion-Action>

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Equal opportunity to college is a national value. "Education is the key to opportunity in our society, and the equality of educational opportunity must be the birthright of every citizen." -

Lyndon B. Johnson. #EquityInclusionAction <http://bit.ly/Equity-Inclusion-Action>

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"Education is a human right with the power to transform. On its foundation rests the cornerstones of freedom, democracy and sustainable human development." - Kofi Annan.

#EquityInclusionAction <http://bit.ly/Equity-Inclusion-Action>

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“Education is the soul of the nation and the basis for a prosperous, just democracy.” – Dolores Huerta. Now is the time to dismantle barriers in equal opportunity to higher education for a better America. #EquityInclusionAction <http://bit.ly/Equity-Inclusion-Action>

[Twitter Graphic](#)

[Instagram Graphic](#)

“The American dream belongs to all of us.” – VP Kamala Harris. Now is the time to ensure that all students have an equal opportunity to college, driving forward our multiracial economy & democracy. #EquityInclusionAction <http://bit.ly/Equity-Inclusion-Action>

[Twitter graphic](#)

[Instagram graphic](#)