



The Universities

AT SHADY GROVE

#POWEROF9 SOCIAL MEDIA TOOLKIT

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HOW TO USE THE #POWEROF9 TOOLKIT

Hi and thanks for your help in sharing the #Powerof9 online and across your networks.

As you know, the Universities at Shady Grove (USG) recently launched a marketing campaign designed to celebrate, support and grow the qualities that set USG's model of higher education apart - "[The Power of 9](#)." The Power of 9 means USG students have access to nearly 80 undergraduate and graduate degree programs from nine Maryland public universities, all on one campus in Montgomery County. Our campaign will share transformational stories of student success, and examples of how local businesses have collaborated with USG to prepare and hire students for in-demand careers.

This toolkit includes everything that you need to participate, from statistics, to pre-drafted content, to social media graphics. Remember that the most powerful stories are those that are personal, so feel free to be creative, and tell your own story on the impact #Powerof9 has had on you or your business.

5 THINGS YOU CAN DO TO SHARE #POWEROF9 ONLINE

1. Share [this link](#) to the Power of 9 video using #Powerof9
2. Post the pre-drafted content on Twitter and Instagram (pages 4-7)
3. Share longer form content about the campaign with your networks via email, LinkedIn and Facebook (page 8)
4. Use the facts and stats in conversations or custom content (page 10)
5. Visit powerof9.org to learn more



@uatshadygrove

Universities at
Shady Grove

POWER OF 9 SOCIAL MEDIA CONTENT

BEST FOR TWITTER AND INSTAGRAM

Tweets About the Campaign

1. To me, the #Powerof9 means [insert adjective or phrase]. powerof9.org
2. Transformational things happen at @uatshadygrove. That's the #Powerof9 powerof9.org
3. 9 Maryland universities coming together in the spirit of collaboration, on one campus @uatshadygrove. That's the #Powerof9
4. Check out this awesome video about @uatshadygrove's #powerof9 campaign! <https://vimeo.com/250888861>
5. The #Powerof9 campaign features alumni from @uatshadygrove's partner universities, like @UofMaryland @UMBC @EubieBee & more. #Powerof9 Campaign. Read more about their transformational experiences at powerof9.org

POWER OF 9 SOCIAL MEDIA CONTENT

BEST FOR TWITTER AND INSTAGRAM

Tweets About the Universities at Shady Grove

1. 1,300+ of the region's employers, have looked to @uatshadygrove for #careerreadytalent. That's the #Powerof9 powerof9.org
2. 75% of the student population @uatshadygrove participates in experiential and career readiness activities. That's the #Powerof9 powerof9.org
3. Did you know 88% of graduates from programs offered @uatshadygrove remain working in #MoCo in their intended career field? That's the #Powerof9 powerof9.org
4. 10k+ students have transformed their futures @uatshadygrove. That's the #Powerof9 powerof9.org
5. Working with our 9 university partners @uatshadygrove helps prepare career ready graduates like Armen, Cindy and Jake. That's the #Powerof9 powerof9.org

POWER OF 9 SOCIAL MEDIA CONTENT

BEST FOR TWITTER, INSTAGRAM, FACEBOOK

Alumni Quotes

1. "It was @uatshadygrove that paved the way for me, and I continue to be a therapist here in the area @treehouseCAC," says Yancy. "USG is where transformational things happen." #Powerof9 powerof9.org
2. "To me, the #Powerof9 means opportunity. At @uatshadygrove, there are so many programs offered through different institutions that your opportunities are truly endless." - Armen @UofMaryland grad powerof9.org
3. To Muhammad, "The #Powerof9 means opportunity and collaboration. It's the unique collaborative effort between these 9 universities at @uatshadygrove to provide an education opportunity to the community that everyone can benefit from." powerof9.org
4. "I think the beauty of @uatshadygrove is that you have 9 different universities to collaborate with," says Andrew, @MarylandNursing grad. "Where else can you find that?" Learn more about the #Powerof9 at powerof9.org

POWER OF 9 SOCIAL MEDIA CONTENT

BEST FOR TWITTER, INSTAGRAM, FACEBOOK

Alumni Quotes *(Continued)*

1. "With 9 different schools @uatshadygrove, it's a great opportunity to network. You meet people from all kinds of industries and jobs and make great connections." Brian, @EubieBee grad. That's the #Powerof9 powerof9.org
2. "Who I am as a person, who I am as a leader is because of the experience I gained here @uatshadygrove." Cindy, @umesnews grad. That's the #Powerof9 powerof9.org
3. "The opportunities I've seen @uatshadygrove far exceed anything that I've seen in a smaller campus setting." Jake, @UMBaltimore grad & product of the #Powerof9 powerof9.org

POWER OF 9 SOCIAL MEDIA CONTENT

BEST FOR FACEBOOK, LINKEDIN, AND NEWSLETTERS

Have you experienced the #Powerof9?

It's the transformational effect that students experience when they pursue degrees offered at the Universities at Shady Grove. The #Powerof9 means access to nearly 80 undergraduate and graduate degree programs from 9 Maryland public universities, all on one innovative campus in Montgomery County. Plus, of the 10,000 students who have graduated from programs offered at USG, nearly 9,000 have remained in Montgomery County and are active participants in the workforce. That's the #Powerof9. Learn more at powerof9.org.

POWER OF 9 SOCIAL MEDIA CONTENT READY MADE GRAPHICS FOR DOWNLOAD

Social Media is always more fun with graphics. Click the links below to access downloadable graphics, sized for [Facebook](#), [Twitter](#) and [Instagram](#).



ADDITIONAL FACTS AND STATISTICS

- The Power of 9 means access to more than 80 undergraduate and graduate degree programs from 9 Maryland public universities, all on one innovative campus in Montgomery County.
- The Power of 9 campaign features stories of alumni who experienced the transformational effects of USG, and who remain living or working in Montgomery County post-graduation.
- More than 1,300 of the region's employers have looked to USG for their hiring needs to develop a steady pipeline of career-ready graduates, accessing the growing pool of talent right in your backyard.
- Students develop real-world work skills needed for career success: 75% of the student population participates in experiential and career readiness, such as internships or clinical rotations.
- 4,000 Students attend programs at USG each year, projected to be 7,000 by 2020
- 88% of graduates work in the region in their intended career field
- USG is the perfect option for students seeking a smaller, individualized classroom feel. The average class size is 30-35.
- Students at USG are sure to find their niche with 50+ student organizations and fun events on campus.
- Students enrolled in programs at USG are eligible to receive scholarships from both their university AND from USG.



The Universities

AT SHADY GROVE

THANK YOU FOR SHARING!

Please contact sarah@mission.partners if you have any questions about this toolkit.