



## SOCIAL MEDIA TOOLKIT

2023 marks the 25th anniversary of the original UTeach program and the 15th anniversary of the first 13 expansion programs at other universities. **We'd like your help celebrating UTeach and our entire network of 56 UTeach programs and 7,600+ alumni.** The celebrations will culminate in a reception at the UTeach STEM Educators Conference in June.

Use **this toolkit** to share your program's excitement for 25 years of UTeach on social media, in emails, PowerPoints, on Zoom, or in print materials. **Don't forget the video raffle (below) as well!**

### RETWEET US:

Click here to retweet any of the #UTeachTurns25 tweets. More tweets will be added weekly.

### OR CRAFT YOUR OWN POST:

Happy 25th anniversary @UTeach! **[Program Name]** is proud to be part of a network of 56 UTeach programs at universities across the nation. Together we've prepared 7,600+ alumni to teach and make a difference in #STEMeducation. #UTeachTurns25 #UTeachNation #WePrepareTeachers

#UTeachNation is 25 years strong this year! Join us in celebrating 25 years of excellence in STEM teacher preparation. @UTeach #UTeachTurns25 #STEMeducation [bit.ly/uteach25](https://bit.ly/uteach25)

### DIGITAL ASSETS:

Use these beautiful 25th anniversary graphics in your social media posts, flyers, PowerPoints, or Zoom backgrounds. **Access all digital assets via this Box link.** Assets include:

- Facebook, Instagram and Twitter templates
- Customizable Zoom backgrounds
- Gifs and gif stickers

### VIDEO RAFFLE • \$50 GIFT CARDS

We want to hear from program students, faculty, staff and alumni! **Encourage your program community to upload a short video at: [flip.com/uteach25](https://flip.com/uteach25)**

All entries will be entered into a raffle for four \$50 amazon gift cards. Access code: uteach25  
**Deadline June 1st.**

### HASHTAGS

#UTeachTurns25 #UTeachNation

### TAG US

@UTeach @UTeachInstitute

### WEBSITE SHORT LINKS

25th Anniversary webpage: [bit.ly/uteach25](https://bit.ly/uteach25)  
Conference webpage: [bit.ly/uteachnation](https://bit.ly/uteachnation)