



#HBCUStrong NATIONAL SOCIAL MEDIA TOOLKIT



OVERVIEW

On November 14, UNCF (United Negro College Fund) will release a landmark study titled, *HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities*. This report quantifies the economic impact of the nation's HBCUs, and demonstrates that these institutions are powerful economic engines for the nation, their states and their local communities. The study was commissioned by UNCF's Frederick D. Patterson Research and the economic estimates were prepared by the University of Georgia's Selig Center for Economic Growth, nationally known for producing economic impact studies.

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INFOGRAPHICS:

All infographics can be found on pages 4-10 and can be accessed below:

[Infographic #1](#)

[Infographics #2](#)

[Infographic #3](#)

[Infographic #4](#)

[Infographic #5](#)

[Infographic #6](#)

Background (please include background messaging if this is your first time posting about the report).

FACEBOOK:

- UNCF is today releasing a landmark study, HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities **#HBCU Strong Tag @UNCF (Website link: [UNCF.org/HBCUsMakeAmericaStrong](https://www.uncf.org/HBCUsMakeAmericaStrong)) (attach Infographic #1)**
- This UNCF report commissioned by UNCF demonstrates that HBCUs, like (list your institution) are not only relevant, but necessary. **Tag @UNCF and @Citi #HBCUStrong (attach Infographic #2)**

TWITTER:

- UNCF is releasing a landmark study, HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities **#HBCU Strong Tag @UNCF (Website Link: [UNCF.org/HBCUsMakeAmericaStrong](https://www.uncf.org/HBCUsMakeAmericaStrong))**
- This landmark report was developed with support from the Citi Foundation **Tag @UNCF and @Citi**
- Research for HBCUs Make America Strong was conducted by the University of Georgia's Selig Center for Economic Growth **#HBCUStrong (attach Infographic #1)**

- This report demonstrates that HBCUs are not only relevant, but necessary. **#HBCUStrong #changethenarrative (Website Link: UNCF.org/HBCUsMakeAmericaStrong) (attach Infographic #1)**

Report Details:

- #HBCUs impact US providing more than college degrees and drive an educated workforce, injecting needed diversity into American economy. **#HBCUStrong Tag @UNCF UNCF.org/HBCUsMakeAmericaStrong**
- Jobs project strength. #HBCUs add 134,090 jobs annually to U.S. economy. **#HBCUStrong Tag @UNCF (attach Infographic #5)**
- An educated workforce is vital to the U.S. economy and global leadership. HBCUs push American growth, impact the local labor force and offer education, resources and skills fundamental to our national well-being. **#HBCUStrong #changethenarrative @UNCF (attach Infographic #1)**
- For more than 150 years, #HBCUs have driven change. They also drive a significant portion of the American economy: \$14.8 billion annually. **#HBCUStrong Tag @UNCF (attach Infographic #4)**
- Diversity, business leadership and economic growth are fueled by #HBCUs. **#HBCUStrong Tag @UNCF UNCF.org/HBCUsMakeAmericaStrong (attach Infographic #3)**
- #HBCUs drive a significant part of the American economy, enabling us all to build better futures. **#HBCUStrong #BetterFutures #changethenarrative @UNCF UNCF.org/HBCUsMakeAmericaStrong**
- #HBCU graduates can expect \$130,000 billion in lifetime earnings **(attach Infographic #6)** for individuals. **#HBCUStrong #BetterFutures Tag @UNCF**
- HBCUs are agents of economic mobility, change and success. Degrees conferred = skilled workers that help power American economy. **#HBCUStrong #changethenarrative Tag @UNCF**
- 21st century employers know modern-day #HBCUs lead the way to a diverse, educated workforce. That workforce powers American global business leadership and makes a major economic impact for us all. **#HBCUStrong Tag @UNCF**

HASHTAGS

- #HBCUStrong
- #BetterFutures
- #changethenarrative
- #UNCF

WEBSITE LINK: [UNCF.org/HBCUsMakeAmericaStrong](https://www.uncf.org/HBCUsMakeAmericaStrong)

INFOGRAPHICS

Infographic #1



#HBCUStrong

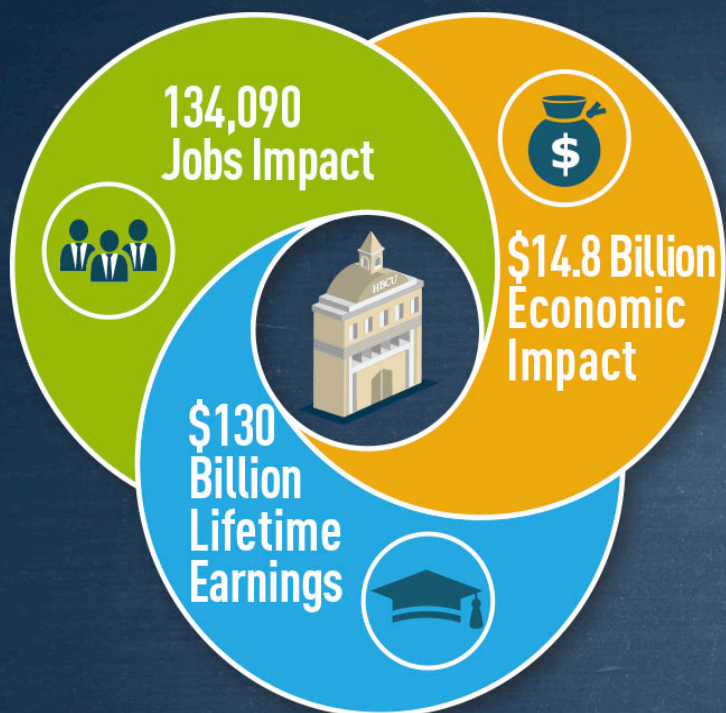
Infographic #2



HBCUs matter.
They make
America
#HBCUStrong

Infographic #3

HBCUs Make America Strong:



#HBCUStrong
UNCF.org/HBCUsMakeAmericaStrong

Infographic #4

HBCUs Make America Strong:

HBCUs GENERATE
\$14.8 BILLION
IN ECONOMIC
IMPACT
ANNUALLY



#HBCUStrong
UNCF.org/HBCUsMakeAmericaStrong

Infographic #5

HBCUs Make America Strong:

HBCUs GENERATE
134,090 JOBS
FOR THEIR LOCAL
AND REGIONAL
ECONOMIES



#HBCUStrong
UNCF.org/HBCUsMakeAmericaStrong

Infographic #6

