

#RuralCollegeEquity

HELPING RURAL STUDENTS EQUITABLY ATTEND COLLEGE

SOCIAL MEDIA ADVOCACY TOOLKIT



RURAL SCHOOLS
COLLABORATIVE

About the Project

Despite similar graduation rates, rural students attend college at a much lower rate than their urban and suburban counterparts (AASA Rural Equity Report, 2017; Flora & Flora, 2013). In some states, this gap in postsecondary enrollment reaches as high as 20% (Pierson & Hanson, 2015). This issue appears to have been exacerbated by the COVID-19 pandemic, as the number of rural students filing the Free Application for Federal Student Aid (FAFSA) decreased by a whopping 18% from 2019 to 2020 (FSA, 2019-2020). These patterns are especially prevalent in highly competitive postsecondary programs (Byun, Irvin, and Meece 2015; Koricich et al. 2018). The purpose of this campaign is to raise awareness around this disparity, as well as direct rural counselors, teachers, and students to relevant resources that may aid them in their postsecondary journey.

Action

As a rural college access advocate, you are invited to join the Rural Schools Collaborative in their one-week social media campaign beginning July 31st, 2023 and ending August 4th, 2023. This week marks the opening of the [2023-2024 Common Application](#) (on August 1st) and the period in which many rural students begin to finalize their postsecondary plans.

Using the Toolkit

Throughout the document, there will be live links to tweet out images and information regarding rural college access. Join the social media campaign from July 31st-August 4th, 2023 to raise awareness!

Spread the Word

Use the following images on social media to let others know how to get involved! Remember to share the link to this toolkit in your post.

July 31

Join me for the #RuralStudentCollegeAccess campaign! When rural students attend college, they acquire the education, skills, and experiences that can lead to personal success and positively impact their communities. #RuralCollegeEquity

1. [Click to Download Image](#)
2. [Click to Tweet](#) and Attach Image
3. Publish Tweet

August 1

Are you a rural counselor? The Common Application goes live today. Check out these resources on how to encourage and advise students interested in pursuing postsecondary education!

#RuralCollegeEquity

<https://ruralschoolscollaborative.org/news/rural-college-equity-toolkit>

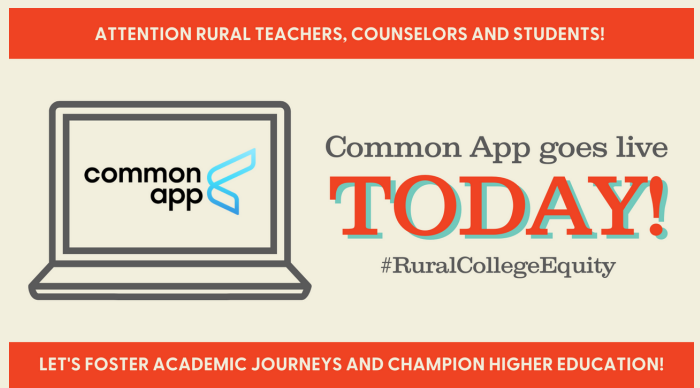
1. [Click to Download Image](#)
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August 2

Testimony from rural students emphasize the importance of their local community in forming their postsecondary aspirations. Teachers, counselors, and coaches have a unique platform to inspire students to pursue postsecondary education.

#RuralCollegeEquity

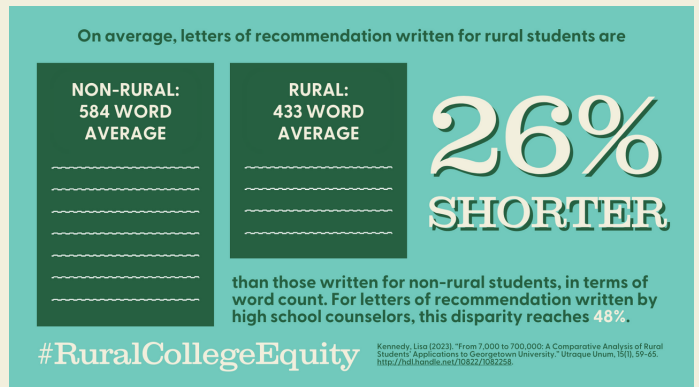
1. [Click to Download Image](#)
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August 3

Letters of recommendation for rural students are shorter due to teacher and counselor shortages, limited funding, and resources. To bridge this gap and provide equal opportunities, we must increase funding for rural education programs and incentivize educators #RuralCollegeEquity

1. [Click to Download Image](#)
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August 4

Investing in education is investing in rural communities! As we enter college application season, utilize these resources for rural counselors, teachers, and students. #RuralCollegeEquity <https://ruralschoolscollaborative.org/news/rural-college-equity-toolkit>

1. [Click to Download Image](#)
2. [Click to Tweet](#) and Attach Image
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