**SAMPLE SOCIAL MEDIA POSTS for SEAL OF EXCELENCIA ANNOUNCEMENT**

**Graphics, images and logos are in the** [**Toolkit**](https://news.txst.edu/inside-txst/2022/txst-earned-the-seal-of-excelencia/toolkit-for-seal-of-excelencia-announcement.html)

[@TXST\_News](https://twitter.com/txst_news) will tweet about the announcement around 10:35 a.m. The Office of the President’s Twitter [(@TXSTPresident](https://twitter.com/TXSTPresident)) will tweet the president’s video message later that day. You can consider a RETWEET of either, or both, of these other options. [@KDamp](https://twitter.com/kdamp) will share his content organically from Washington, D.C.

These options have been crafted to be within the character count limits on Twitter and tags Twitter accounts. Feel free to utilize this language on other platforms such as Facebook but consider removing any @ mentions from the copy or check to confirm they are correct for the platform you’re sharing too.

**Options for a Post on Friday, Sept. 30**

1. Today @txst joins a trendsetting group of 30 Seal of Excelencia certified institutions in the U.S. ensuring America’s future through an unwavering commitment to intentionally SERVE Latino students, while serving all. #TXST #TXSTnext @EdExcelencia <http://ow.ly/tF3J50KY8tb>
2. Today @txst was one of just six trendsetting institutions who received the 2022 Seal of *Excelencia* in recognition of strategies that intentionally SERVE Latino students, while serving all. #TXST #TXSTnext #*Excelencia*Seal @EdExcelencia <http://ow.ly/tF3J50KY8tb>
3. .@TXST is proud to be certified today by @edexcelencia with the 2022 Seal of Excelencia. President @KDamp is in Washington, D.C. to accept the honor in a national live broadcast ceremony. #ExcelenciaSeal #TXST <http://ow.ly/7JJj50KY8MF>

**Optional Follow-Up Posts *After* Sept. 30**

1. Seal of Excelencia is the latest national recognition for TXST's Latino student initiatives. Hispanic Outlook magazine recognized TXST as one of the Top 100 Colleges and Uni's for Hispanics. #TXSTnext @edexcelencia
2. The Seal of Excelencia is the latest national recognition for TXST's Latino student initiatives. #TXST was ranked #13 in the U.S. for bachelor’s degrees awarded to Hispanic students. #TXSTnext @edexcelencia
3. The Seal of Excelencia signals that #TXST is among the nation’s most distinguished universities with intentional and inclusive support of Latino students – validating that TXST is working to close education equity gaps #TXST #TXSTnext @EdExcelencia <http://ow.ly/7JJj50KY8MF>
4. President @KDamp, Dean Chahin from the College of Applied Arts, and @victoriagblack from @txstuc shared their reactions to the tremendous news #TXST #TXSTnext earned the Seal of Excelencia from @EdExcelencia. <http://ow.ly/BMX650KY94x>
5. #TXST’s app that earned the Seal of Excelenia featured robust programs and strategies that enhance student success – Bobcat Promise free tuition program, scholarships, Partners for Academic Success, Bring Bobcats Back program, and more. <http://ow.ly/BMX650KY94x>
6. Congratulations to the 2 other Texas institutions that received the prestigious Seal of Excelencia alongside #TXST in 2022: San Antonio College and University of Texas at Arlington. @SAC\_PR @utarlington @EdExcelencia #TXSTnext <http://ow.ly/tF3J50KY8tb>