

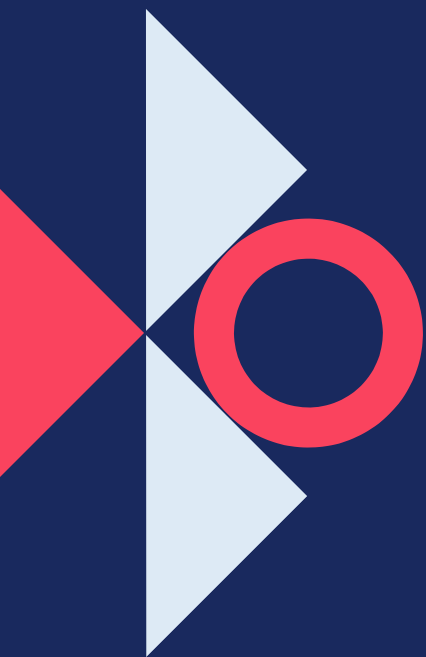
■ ▲ ● 1890 Land-grant Universities
Communications Committee

Social Media Strategy Toolkit

135th Anniversary of the Second Morrill Act of 1890

Aug. 1-Sept. 10, 2025





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135 Years Strong

Join us in celebrating 135 Years Strong!

We honor the legacy, accomplishments and enduring impact of the 1890 Land-grant Universities.

This social media campaign will highlight the 19 universities' pivotal role in advancing education, research and community empowerment through research, education and Cooperative Extension over the past 135 years and spotlight the bright future ahead.

Be part of the celebration as we uplift stories, share highlights and continue building on this rich legacy.



Social Media Strategy

Our social media strategy aims to enhance the visibility of the 1890 LGU brand and foster meaningful engagement with our target audiences through consistent, high-quality content across platforms such as Facebook, Instagram, LinkedIn and others.

We will leverage a combination of organic strategies to expand our reach, guided by a well-structured content calendar, data-driven insights and proactive community engagement.

Key performance indicators — including reach, engagement rate and conversions — will be regularly monitored to inform strategic adjustments and ensure alignment with our campaign goals.



Social Media Strategy

The campaign will aim to prioritize content and messaging to align with the specific targets and include data collection on engagement and audience reach.



Analysis



Audience



Target



Content

Theme

135 Years Strong

- Celebrating Legacy
- Growing Opportunities
- Inspiring Innovation
- Uplifting Communities

Customize posts to showcase your university's unique legacy, lasting impact and future opportunities, while including the campaign hashtags.



Social Media Hashtags

#Morrell135
#19Strong

Celebrating Legacy

KEY POST DATES: Aug. 1-7, 2025



- **Historical Posts** – Share archival photos and facts about the Second Morrill Act’s passage and the founding of 1890 Land-grant Universities.
- **Today’s Impact** – Compare past milestones to current research, education and Extension innovations.
- **1890 Universities Foundation Newsletter** – Encourage people to subscribe to stay in the know.
 - **Subscribe to the 1890 Universities Foundation newsletter at 1890foundation.org/news for a regular roundup of activities, program highlights and upcoming events.**

Example Post:

Celebrating 135 years of impact! In 1890, the Second Morrill Act paved the way for a powerful legacy, establishing the 1890 Land-grant Universities. Today, these institutions are national leaders in agriculture, STEM and groundbreaking research. #Morrill135 #19Strong

Growing Opportunities

KEY POST DATES: Aug. 8-14, 2025

- **Interviews & Testimonials** – Feature current students and alumni impacted by your university’s educational programs, internships, scholarships and study abroad opportunities. Share stories, podcasts or video clips.
- **Extension Today Newsletter** – Encourage people to subscribe to stay in the know.
 - **Subscribe to Extension Today at bit.ly/extensiontoday** — a monthly newsletter spotlighting Cooperative Extension news and updates from across the 1890 land-grant system. Also, visit the Association of Extension Administrators’ website at <https://1890aea.org/>.

Example Post:

From first-generation student to research leader! Hear Dr. Smith’s journey from Langston University to pioneering regenerative agriculture. #Morrill135 #19Strong



Inspiring Innovation

Key Post Dates: Aug. 15 -21, 2025

- Research & Industry Impact - Showcase cutting-edge projects or programs in agriculture or STEM.
- Did You Know? – Share quick facts about your 1890 university's contributions to scientific breakthroughs.
- ARD Updates Newsletter – Encourage people to subscribe to stay in the know.
 - Subscribe to ARD Updates at athompson1@ncat.edu — a monthly newsletter spotlighting innovative research from across the 1890 land-grant system. Also, visit the Association of 1890 Research Directors' website at <https://wwwcp.umes.edu/ard/>.
- Shine a spotlight on your university's 1890 Cyber + AI Games student team.

Example Post:

Did you know? 1890 Land-grant Universities drive research on sustainable agriculture, ensuring food security for the future! Learn more about this impact. #Morrill135 #19Strong



Uplifting Communities

Key Post Dates: Aug. 22-31, 2025

- **Real Stories, Real Impact** – Spotlight the people and communities transformed by 1890 Extension programs — from 4-H to mobile units and more (e.g., a community member, a farmer or an Extension leader driving rural and urban innovation).
- **Shaping Our Future** – Feature campus event highlights and community celebrations for the 135th anniversary.
- **1890 Impact Report (2025)** – Encourage your audience to read the new impact report. Explore the 2025 1890 Impact Report at tinyurl.com/1890impact2025.
- **135th Anniversary Commemorative Video** – Share the 1890 Universities Foundation’s commemorative video on the anniversary day (Aug. 30) to promote the September celebration.

Example Post: Meet Jasmine, a high school student whose confidence and leadership skills blossomed through her local 4-H program, supported by Delaware State University. Now, she's mentoring younger students and dreaming big. #Morrill135 #19Strong



YOUR VOICE MATTERS

Throwback Thursdays!



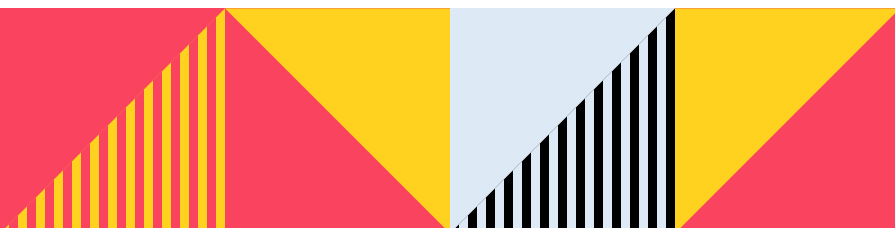
**Historic photos or
events**



**Founding/legacy
stories or notable
alumni**



**Major achievements
or
institutional firsts**



LOGOS



Logo Usage Guidelines: To maintain brand consistency, all logos must be used exactly as provided. This includes preserving their original appearance, proportions (aspect ratio) and official colors. Any changes, distortions or modifications are prohibited.



135th Logo by Marquinta Gonzalez



Target Audience



The target audience for a social media campaign by land-grant universities depends on the campaign's specific goals (e.g., student recruitment, community outreach, research dissemination). However, in a broad sense, land-grant universities typically serve a diverse public mission, so their social media strategy should consider the following core audience segments:

- Prospective & Current Students
- Rural and Urban Communities
- Faculty, Researchers & Academic Peers
- Policymakers & Stakeholders
- Alumni, Donors & Funders
- K-12 Students and Educators



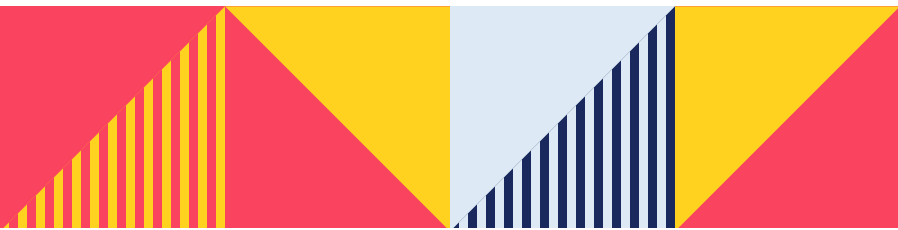
Social Media Platforms

Help spread the word! Share our campaign on Facebook, Instagram, LinkedIn – wherever you connect. Every post, share and story helps amplify our message. Let's make an impact together!

- Instagram
- Facebook
- LinkedIn
- X (Twitter)
- YouTube
- Research Gate

Here's a content calendar you can use to help guide your posts!
<https://bit.ly/135thContentCalendar>



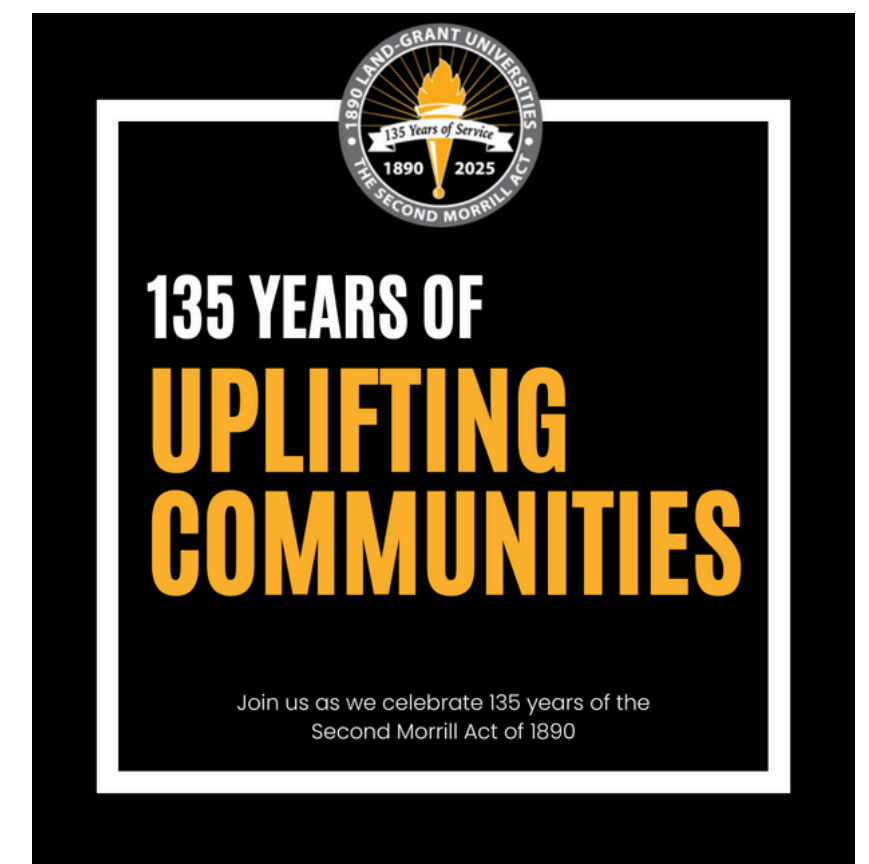


GRAPHICS

FOR SOCIAL MEDIA USE

To customize graphics, make a copy first and then add content.

[Click to Access Graphics](#)



Graphics by Jasmine Collins



VIDEO



FOR SOCIAL MEDIA USE

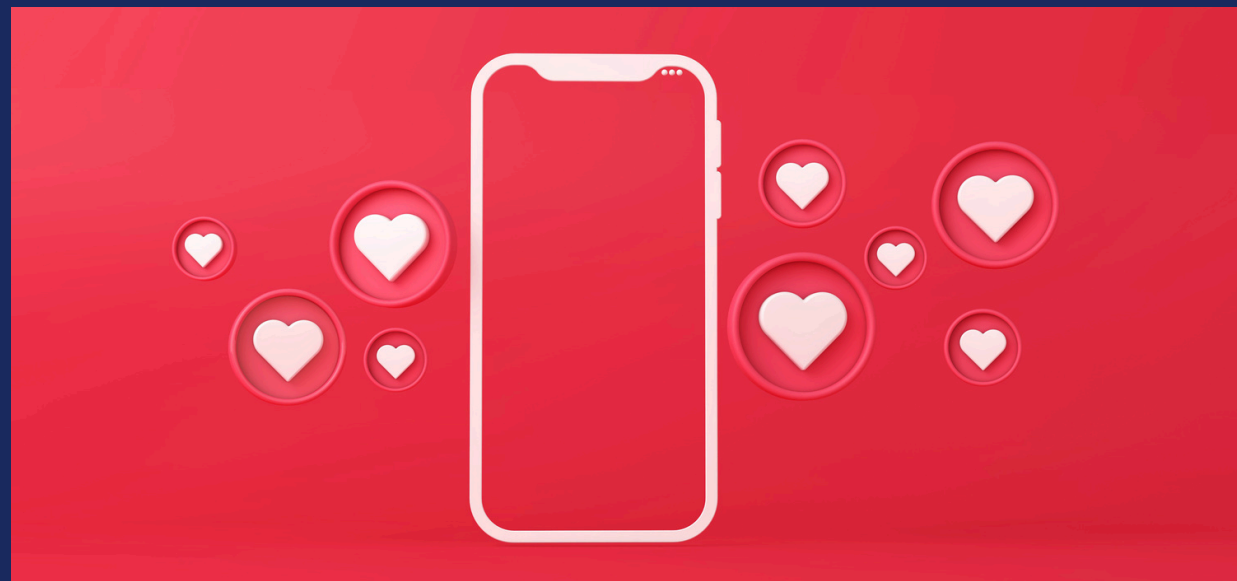
Download video for sharing.

https://bit.ly/135th_Legacy



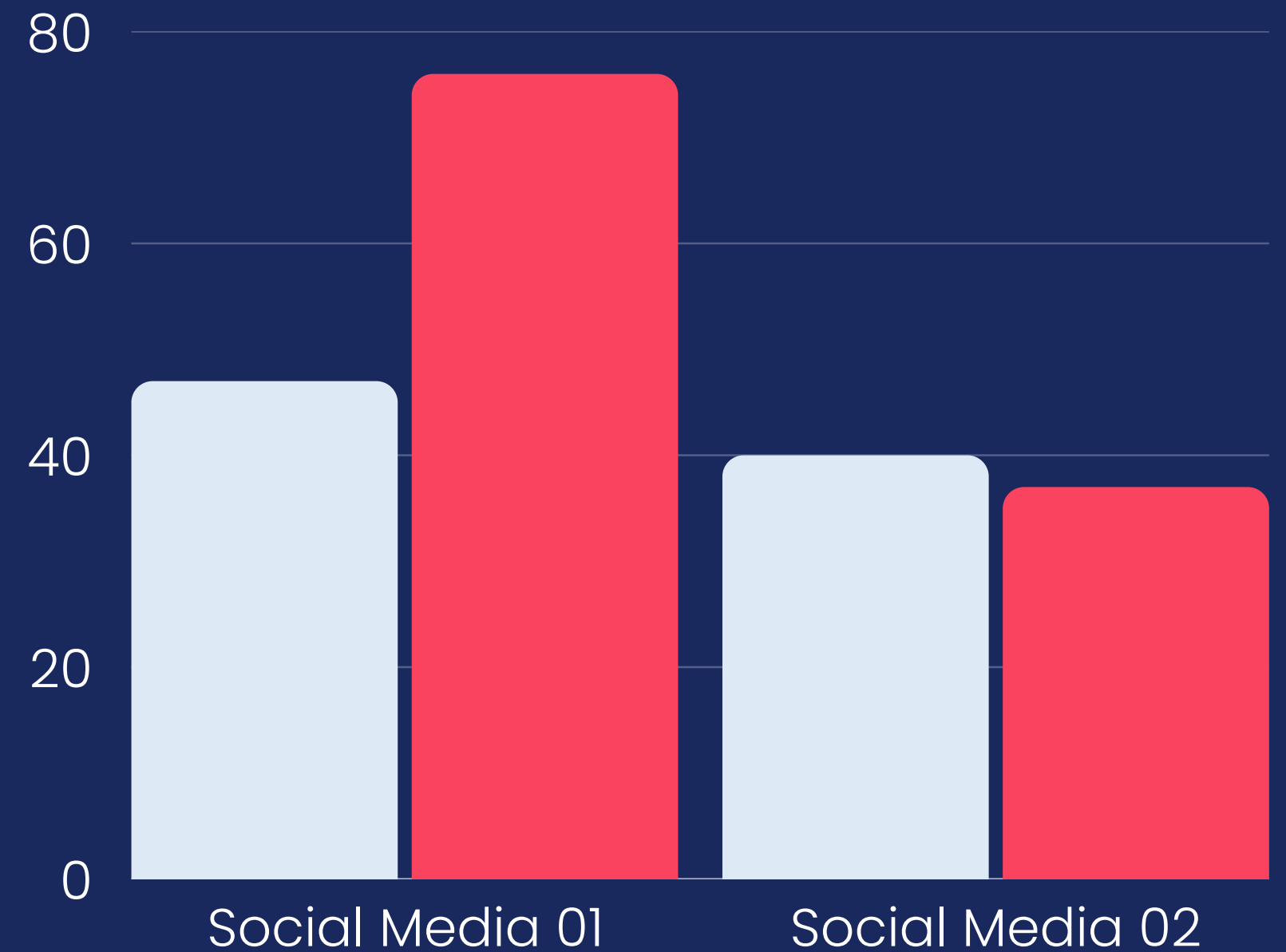
Video by Ali Lounis

Data Collection Overview



76%

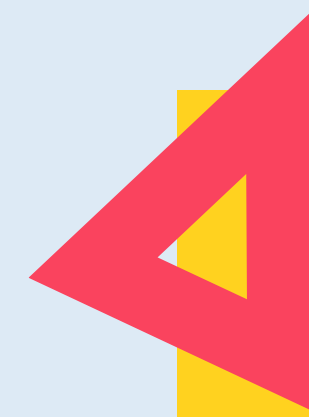
Data will be collected throughout the duration of the social media campaign to assess engagement, reach, audience demographics and content performance.



Execution Plan

Drive Momentum (Aug. 1 – Sept. 10, 2025)

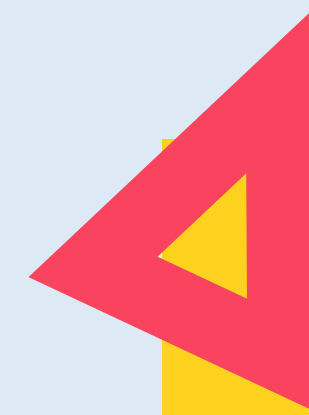
- Roll out dynamic weekly content aligned with the celebration theme, spotlighting impact stories and voices from the 1890 Land-grant Universities.
- Foster ongoing interaction leading up to the big day of celebration.



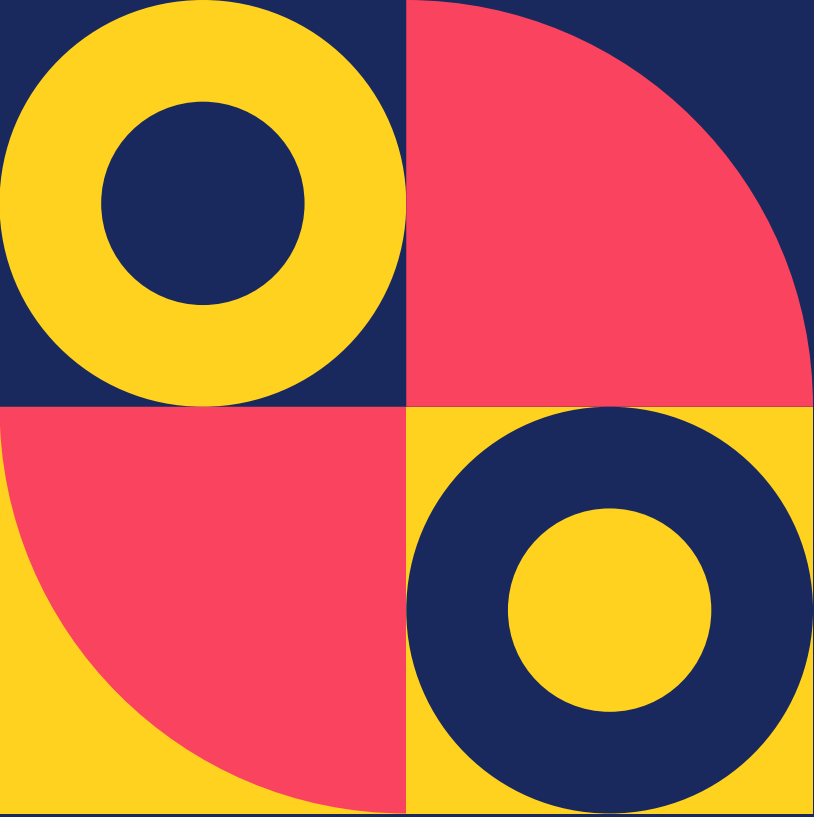
Phase 1
Drive Momentum
Aug. 1 - Sept. 10, 2025

Sustain the Energy (Post-event)

- Share engaging recaps from the Sept. 10 celebration, including videos, photos and testimonials.
- Keep the conversation alive by promoting next steps and future initiatives for the 1890 Land-grant Universities.



Phase 2
Sustain the Energy
Post-event (Sept. – Oct.)



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