Informing Improved Recognition of Military Learning

# www.air.org/military-learning

# **Social Media Toolkit for Postsecondary Institutions, Student Veterans Organizations, and Other Partners**

As veterans return to civilian life and enter postsecondary education to earn a credential and launch their civilian careers, many struggle to obtain academic credit for the substantial training and education during their service. To that end, a key goal of this project is to inform and support institutions’ efforts to address this challenge for student veterans. AIR has released a report, infographic, and two short videos on the research conducted to explore veterans’ experiences with having their military learning recognized by a postsecondary institution, including tangible advice from college and university faculty on how to better support student veterans, as well as advice from student veterans on what other student vets can do to advocate for themselves and get more credits for their military training.

**Thank you for spreading the word about these important resources to help postsecondary institutions better support student veterans, and to provide advice to current and future student veterans! This social media toolkit** contains ready to use messages and images you can post on Facebook, LinkedIn, and Twitter.

## Social Media Content – Sample Posts

#### Twitter/ Facebook/LinkedIn

* Experts at @AIRInforms released a report on experiences of student #veterans in #postsecondary education and having #military learning recognized for credit. Broadly, the credit most student vets received did not meet their expectations. Learn more: [www.air.org/military-learning](http://www.air.org/military-learning)
* #Postsecondary institutions can be doing more to support student #veterans in having their #military learning recognized for credit. Hear advice from college & university staff directly on how: [www.air.org/military-learning](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.air.org%2Fmilitary-learning&data=04%7C01%7Cskalavapudi%40air.org%7C1fcef6dedf7542cc6b5d08d92b835111%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637588665299365710%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=tH4QlFMsiXwhm7bCut8u4cyX0GL2dTAV%2Fuy63cuMLQU%3D&reserved=0) @AIRInforms
* @AIRInforms researchers studied student #veterans’ experiences of having their #military learning recognized by #postsecondary institutions. Read the full report for findings and learn how institutions can better support #studentvets: [www.air.org/military-learningStudent](http://www.air.org/military-learningStudent)
* Student #Veterans: Watch this video to hear from other student vets like you on how to get your #military learning recognized as credit at your college/university/trade school: [https://youtu.be/lF4-kNqs0eA](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FlF4-kNqs0eA&data=04%7C01%7Cskalavapudi%40air.org%7C05c159e1f5224fb0d91408d93a8a8bb0%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637605189014989822%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=2NpnVggWDkmNH2iNfzgeNstXIHhS5BWO8luZlm4DvYM%3D&reserved=0) @AIRInforms
* Since 2009, over 2 million #veterans have enrolled in #highered. Institutions can be doing more to support student veterans in having their #military learning recognized for credit. Hear advice from college faculty and advisors on how. [https://youtu.be/SNSlYZ3exVM](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FSNSlYZ3exVM&data=04%7C01%7Cskalavapudi%40air.org%7C05c159e1f5224fb0d91408d93a8a8bb0%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637605189014999815%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=jMH1z64CFcTgBCi%2B7CCTBgb4CygKD8Kn4eqYX%2Fo0YUk%3D&reserved=0) @AIRInforms
* 96% of #highered institutions have #veterans enrolled at their schools—but #studentvets say it is difficult for them to get their #military training recognized and the amount of credit they would expect. Hear advice from #highered staff directly on how institutions can better support student vets. [https://youtu.be/SNSlYZ3exVM](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FSNSlYZ3exVM&data=04%7C01%7Cskalavapudi%40air.org%7C05c159e1f5224fb0d91408d93a8a8bb0%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C637605189014999815%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=jMH1z64CFcTgBCi%2B7CCTBgb4CygKD8Kn4eqYX%2Fo0YUk%3D&reserved=0) @AIRInforms
* Since 2009, over 2 million #veterans have enrolled in #highered. A new report from @AIRInforms examines the experience of #studentvets in postsecondary education, and how institutions can do more to support veterans in having their military learning recognized for credit. [www.air.org/military-learning](http://www.air.org/military-learning)
* Since '09, over 2 million #studentvets have enrolled in #highered. Read @AIRInforms new report to learn about their experiences and find out how institutions can do more to support veterans in having their military learning recognized for credit. [www.air.org/military-learning](http://www.air.org/military-learning)

## Graphics

Include these graphics with the sample posts. To download, right-click on the graphic and select "Save Picture As." The graphics can be used for Twitter, Facebook, LinkedIn.









