



# Media Toolkit for 2025 AGEP Student Success Conference *hosted by the MSU AGEP Program*

For Attendees, Presenters, Exhibitors

The MSU AGEP Program will be hosting our fourth hybrid conference at MSU Multicultural Center in East Lansing, Michigan. The 2025 AGEP Student Success Conference will be our best conference yet. We've put together this Media Toolkit with samples and images, so you'll have everything you need to show the world your dedication to higher education and your commitment to becoming a cutting-edge professional in your field of study.

Remember to mark yourself as "attending" on the Instagram and Facebook MSU AGEP pages!

## Email Copy

Join us for the hybrid AGEP Student Success Conference, October 17-19, 2025. The AGEP Student Success Conference hosted by the MSU AGEP Program is a cross-disciplinary experience, full of scientists, engineers, social scientists, policymakers community leaders, and students.

MSU AGEP is MSU's premier graduate education learning community for inclusion and opportunity. We hope you and your colleagues can join us in October.

We will be delivering STEM and social science research clearly to the general public and focusing on 9 areas of social impact. We are offering several workshops to help students, post-docs, and faculty members take their careers to the next level. We have new workshop speakers listed on our speaker line-up!

The Alliances for Graduate Education and the Professoriate (AGEP) program at Michigan State University (MSU) was started with funding from the National Science Foundation. The MSU AGEP program supports the recruitment, retention, and graduation of underrepresented students in advanced degree programs in the natural and social sciences, mathematics, and engineering.

Learn more and register at: <https://bit.ly/MSUAGEPSSC>

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Steven D. Thomas

Co-Investigator, Midwest Experiences in Mentoring Excellence (MEME) initiative  
AGEP Program Director, Michigan State University

## Communication Strategies for 2025

### STEP 1: Follow our social media channels

Twitter: @msuagep

Facebook: @msuagep

Instagram: @msuagep

### STEP 2: Use the hashtag

Join the conversation! Use the hashtag #MSUAGEPSSC when you post and remember to tag @MSUAGEP.

Using the official hashtag #MSUAGEPSSC helps make it easy to find posts by your fellow conference attendees.

### STEP 3: Use our free images and sample posts

Feel free to copy and paste any of these sample social media messages to share on social media -- or create your own! Remember to use

#MSUAGEPSSC and tag MSUAGEP on Facebook, Twitter, Instagram and LinkedIn.

# SAMPLE POSTS

## ATTENDEES

### **Pre-Conference**

- I can't wait for #MSUAGEPSSC October 2025! If you haven't yet registered, there's still time to interact with diverse graduate students, undergrads, post-docs, and faculty. I'd love to see you! <https://bit.ly/MSUAGEPSSC>
- #MSUAGEPSSC is around the corner, and I'll be attending in person – what about you? Excited to see everyone in-person in East Lansing and virtually. There's so much to look forward to!
- This weekend is #MSUAGEPSSC and I can't wait to see everyone online! It's always great to spend time with my fellow scholars. Don't miss out on knowledge and inspiration!
- Can't wait for #MSUAGEPSSC! Join me for education and networking at the @MSUAGEP Student Success Conference. <https://bit.ly/MSUAGEPSSC>
- I'm looking forward to learning and networking with others who are committed to advancing excellence in the {your profession} profession at the @MSUAGEP Student Success Conference! #MSUAGEPSSC <https://bit.ly/MSUAGEPSSC>
- Counting down the days until #MSUAGEPSSC! Learning from amazing experts and networking with colleagues all over the country -- the @MSUAGEP Student Success Conference can't be beat! <https://bit.ly/MSUAGEPSSC>

### **During Conference**

- I'm at #MSUAGEPSSC this week! The sessions have been jam-packed as always, but the best part is seeing my fellow scholars and experts for the first time since last year!
- It's been wonderful to be reunited with my @MSUAGEP friends at this year's #MSUAGEPSSC!
- #MSUAGEPSSC is underway and hosted by the MSU AGE P program! Being able to participate in sessions, check out the exhibits, and see my @MSUAGEP friends is just what I needed.

- I'm attending the @MSUAGEP Student Success Conference! Excited to expand my skill set with the professional development sessions and meet new colleagues all over the country at #MSUAGEPSSC. <https://bit.ly/MSUAGEPSSC>
- I'm committed to excellence in higher education and being a cutting-edge professional in the field. Looking forward to great professional development and networking at the @MSUAGEP Student Success Conference 2025! #MSUAGEPSSC <https://bit.ly/MSUAGEPSSC>

## PRESENTERS

- I'm honored to be a presenter at the @MSUAGEP Student Success Conference! Can't wait to share my experience as [insert area of expertise] to advance excellence in the {insert your profession} profession. Register now to join me at #MSUAGEPSSC. <https://bit.ly/MSUAGEPSSC>
- Need to learn more about [insert general topic]? I'm presenting [insert session title] at the @MSUAGEP Student Success Conference. Register now to save your seat at #MSUAGEPSSC! <https://bit.ly/MSUAGEPSSC>
- [insert general topic] can be a challenge but join me for [insert session title] at #MSUAGEPSSC where I'll share my experience as [insert area of expertise]. Can't wait to present at the @MSUAGEP Student Success Conference!! <https://bit.ly/MSUAGEPSSC>
- Don't miss my session at #MSUAGEPSSC! I'll be sharing my experience as [insert area of expertise]. Register now for the @MSUAGEP Student Success Conference: <https://bit.ly/MSUAGEPSSC>

## EXHIBITORS

- We're proud to sponsor the @MSUAGEP Student Success Conference! Visit our booth at #MSUAGEPSSC to learn more about [insert career opportunities]. <https://bit.ly/MSUAGEPSSC>
- Join us at #MSUAGEPSSC! We're proud sponsors of the @MSUAGEP Student Success Conference. <https://bit.ly/MSUAGEPSSC>
- Looking for your next career opportunity? Find us at #MSUAGEPSSC! The @MSUAGEP Student Success Conference is an excellent event to make your advancement with education, networking, and solutions. Learn more: <https://bit.ly/MSUAGEPSSC>
- We're committed to advancing excellence in the {insert your profession} profession and proud to be a sponsor of the @MSUAGEP Student Success Conference! Stop by our booth at #MSUAGEPSSC, <https://bit.ly/MSUAGEPSSC>

- Ready to advance your career right now? Stop by our booth at MSU Multicultural Center for 2025 MSUAGEPSSC for a chat with [insert staff name] about how we can support you in taking your next step.  
<https://bit.ly/MSUAGEPSSC>

## FREE TO USE IMAGES for SOCIAL MEDIA and VIRTUAL BACKGROUNDS

Visit us for free to use images for Social Media: <https://bit.ly/MSUAGEPSSC>