



Social Media Toolkit

Call-to-Action: June 19-26

Who We Are

Unlock Higher Education is a coalition of stakeholders dedicated to advocating for policy solutions that increase educational access for individuals with criminal convictions.

Advocacy Efforts

While this call-to-action can be used by anyone in any state, UHE has identified key Congressional members who we are targeting for our upcoming Advocacy Day on June 26-27. We want to use the week before we're in D.C. (June 19-26) to have constituents from the target states reach out and let their representatives know that access to higher education for currently and formerly incarcerated students **MUST** be a priority in the Higher Education Reauthorization Act.

Specifically, we're pushing the following policy measures:

1. **Restore Pell Grant eligibility for all incarcerated students regardless of the length of their sentence or type of conviction.**
2. **Repeal the Aid Elimination Penalty and remove Q. 23 from the FAFSA to eliminate the relationship between federal student aid and drug convictions.**
3. **Remove questions regarding criminal history from college admission applications.**
4. **Support the Office of Correctional Education to standardize educational programming within the Bureau of Prisons through vetting and quality control oversight.**

Social Media Toolkit Goals

Please share on all available digital platforms as frequently as possible. The more folks we have contacting their representatives, the more pressure we can raise before our Congressional meetings which ultimately creates the momentum we need to create change.

Sample Posts

TWITTER

Please use the following graphic with each post:



[Download High-resolution Graphic](#)

📌 TAKE ACTION: [INSERT STATE], reach out to your representatives and let them know you support access to higher education for formerly and currently incarcerated students. Let's #UnlockHigherEd. ACT NOW: <https://action.ssdp.org/GscTxXn>

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📣 **CALL TO ACTION:** [INSERT STATE], tell your representatives to support access to higher education for formerly and currently incarcerated students. #UnlockHigherEd ACT NOW: <https://action.ssdp.org/GscTxXn>

INSTAGRAM:

Please use the following graphic with each post:




[Download High-resolution Graphic](#)

Just 6% of all corrections spending is used on prison programming, including education. Yet people who participate in ANY type of educational program while incarcerated are 43% less likely to return to prison.

Tell your representatives to SUPPORT access to higher education for current and formerly incarcerated students people. Let's #UnlockHigherEd.

ACT NOW: <https://action.ssdp.org/GscTxXn>

 TAKE ACTION: [INSERT STATE], reach out to your representatives and let them know you support access to higher education for formerly and currently incarcerated students. Let's #UnlockHigherEd.

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SAMPLE EBLAST

Dear [NAME]

We are facing a criminal justice crisis in the United States. Incarceration and recidivism rates continue to balloon and yet Washington does little to reverse course while millions of Americans are forced to live with the consequences of an unjust justice system.

We must refocus our efforts on a solution that holistically addresses the root problems facing Americans with criminal justice involvement. Access to higher education is a pathway to that solution.

[We need you to call on your legislators TODAY](#) to support legislation which increases higher education opportunities for formerly and currently incarcerated students. Why? Because it reduces incarceration costs, improves safety in & out of prison, and gives people a chance to rebuild their lives.

Providing higher education opportunities to the 71 million Americans with criminal justice involvement is an investment in people, not broken systems. We have the opportunity to fix this broken system and restore the lives of millions of Americans with the upcoming vote on the Higher Education Reauthorization Act.

[Join us and tell Congress that we *MUST* pass a HEA which restores Pell grants for incarcerated students, eliminates criminal history questions on college admission & financial aid applications, and standardizes educational programming within the BOP.](#)