

LGBTQIA+ Boston University Student Task Force:

Social Media Toolkit

Purpose of this Toolkit:

This toolkit will help raise awareness about the current gaps in support and resources for LGBTQIA+ students at Boston University, as outlined in the LGBTQIA+ BU Student Task Force's 2022 [Final Report](#).

By bringing visibility to our recommendations, you will play an integral role in ensuring that BU is a safe, affirming, and equitable environment for all students.

Quick Links:

- [Shareable graphics](#)
 - [Suggested Instagram & Facebook posts](#)
 - [Suggested tweets](#)
 - [Full list of Action Steps](#)
-

Suggested Instagram & Facebook Posts:

Facebook: A platform for slightly longer, more informative posts. Facebook is a great place to connect with your friends, family, & larger community to explain the importance of this initiative. We recommend linking bit.ly/lgbtqiabust. We also recommend using the hashtags **#LGBTQIABUST** & **#LGBTQatBU** & tagging **@BostonUniversity** (either by tagging the account on the graphic or by tagging them in the caption or comments of the post).



Instagram: Instagram is great for visual story-telling & displaying graphics. You can also share others' posts about this initiative on your story to amplify each others' voices. You can include action links in your **Instagram bio** & direct followers to that link in the caption of your post. We recommend linking bit.ly/lgbtqiabust. We also recommend using the hashtags **#LGBTQIABUST** & **#LGBTQatBU** & tagging **@bostonu**, **@lgbtqia.bust (us)**, **@boston_udos**, & **@bu_diversity** (either by tagging these accounts on the graphic before you post or by tagging them in the caption or comments of the post).



Posts

- I stand with the LGBTQIA+ students of Boston University as they assert their basic right to a safe, accessible, & inclusive campus. Visit bit.ly/lgbtqiabust to understand how you can help. #LGBTQIABUST #LGBTQatBU
- The 2022 LGBTQIA+ BU Student Task Force found that BU lags behind its peer and peer+ institutions in terms of providing LGBTQIA+ student support. In order to address this, BU must implement the 16 recommendations of the Task Force to create a more LGBTQIA+ inclusive campus. #LGBTQIABUST #LGBTQatBU
- The 2022 LGBTQIA+ BU Student Task Force found that LGBTQIA+ students feel uncomfortable being “out” in many on-campus spaces. In order for students to “Be You,” BU must create an equitable & safe environment where students can live authentically & create meaningful, shared experiences. #LGBTQIABUST #LGBTQatBU
- I support the 2022 LGBTQIA+ BU Student Task Force’s 16 recommendations to make BU a more inclusive and supportive campus for LGBTQIA+ students. Visit bit.ly/lgbtqiabust to learn more & take action. #LGBTQIABUST #LGBTQatBU
- The LGBTQIA+ BU Student Task Force found widespread patterns of pervasive invisibility & neglect of LGBTQIA+ students at BU. Visit bit.ly/lgbtqiabust to learn more & take action.

Suggested Tweets:

Twitter: A place to amplify short quips & underscore key talking points. ***Twitter threads*** are a good way to circumvent the 280 character limit (we recommend putting a link to an action in the first tweet, & then directing followers to more information in a below thread). We recommend sprinkling content throughout the day, tagging ***@BU_Tweets*** & ***@LGBTQIA_BUST (us)***, & unifying your messages with the hashtags ***#LGBTQIABUST*** & ***#LGBTQatBU***



Tweets

- @lgbtqia_bust's 2022 LGBTQIA+ BU Student Climate Survey found that 38% of LGBTQIA+ BU students do not know of any LGBTQIA+ support resources available at BU.
 - When asking BU's Dean of Students for help with advertising LGBTQIA+ support resources, members of BU's Queer Activist Collective were told that this would be "favoritism" and that it was not a sustainable initiative since it was student-run.
- The 2022 @lgbtqia_bust Benchmark Study found that Boston University ranks last out of 46 peer institutions when it comes to providing LGBTQIA+ student support.
- The @lgbtqia_bust climate survey found that 90% of LGBTQIA+ students want to see more accessible all-gender bathrooms and housing options on campus.
- @lgbtqia_bust's 2022 LGBTQIA+ BU Student Climate Survey found that 85% of LGBTQIA+ students want regular LGBTQ+ inclusivity training for faculty, staff, and student organizations.
- The 2022 @lgbtqia_bust Climate Survey found that 63.5% of LGBTQIA+ students are dissatisfied with the LGBTQIA+ resources currently offered by Boston University.
- The 2022 @lgbtqia_bust Climate Survey found that only 8.3% of LGBTQIA+ students are satisfied with the LGBTQIA+ resources currently offered by Boston University.

- The 2022 @lgbtqia_bust Climate Survey found that 29% of LGBTQIA+ students feel somewhat uncomfortable being openly LGBTQIA+ in BU's classrooms.
- @BU_Tweets should be a model school for providing LGBTQ+ resources. While many of its peers are on lists like College Choice's 50 Best LGBTQ Schools & the Advocate's 20 Most LGBT-Friendly Colleges, BU is consistently left off these lists. Learn more at bit.ly/lgbtqiabust
- I support the 16 Final Report recommendations by @lgbtqia_bust that will help ensure LGBTQIA+ students are properly supported at @BU_Tweets.
- @BU_Tweets must take swift action to address the long-term neglect & exclusion of LGBTQIA+ students, a report by the @lgbtqia_bust finds. Learn more at bit.ly/lgbtqiabust
- LGBTQIA+ students are an important part of Boston University's community. It's time for @BU_Tweets to recognize that & provide support accordingly.
- For @BU_Tweets to continue its ascent as a world-leading research institution, there must be more infrastructure & inclusive practices to ensure it is an equitable place for all community members, especially LGBTQIA+ students. Learn more at bit.ly/lgbtqiabust
- The @lgbtqia_bust's Climate Survey received widespread reports of LGBTQIA+ students frequently experiencing discrimination & harassment by their @BU_Tweets peers, faculty, & staff in classrooms, workplaces, & student organization meetings. Learn more at bit.ly/lgbtqiabust
- @lgbtqia_bust found that LGBTQIA+ student activists have had to shoulder the burden of providing life-saving peer support in the absence of institutional support. It's time for @BU_Tweets to honor the accomplishments of these students & do their part to lighten the load.
- It is essential to ensure that any & all LGBTQIA+ services that @BU_Tweets implements are intersectional & center those most marginalized, including QTBIPOC, TGNCI folks, people with disabilities, & low-income folks.