# Altitude Communications Package

1. This communications package is designed to make it easy for ETBs and HEIs to declare their support for & adoption of the ALTITUDE Charter – & join the national call for institutions & agencies to work towards a more universally designed tertiary ed system – **taking place on Apr 9th, 2025.**
2. We have provided:
   * A template web statement which **you can adapt and release on Apr 9th, 2025.**
   * A web banner with you can use at the top of your web statement if you wish.
   * 2 simple social graphics sharing that you have adopted the Charter – one which requires no editing but does not include your logo, and one which leaves space for you to edit in your institution’s logo.
   * Sample social post text, alternative text descriptions for social images, and tags for other organisations you can tag in the image posted to amplify the message.
   * A slide deck which you can draw from for any local adoption events planned to socialize the charter.
3. This guide should be seen as a malleable base. If the wording of the text does not capture your comms style or target audience, it can be changed to suit your needs.
4. The following are our handles for our social media accounts: aheadireland on Facebook, Instagram and X, AHEAD (Ireland) on LinkedIn - please remember to tag us.
5. **+ Optionally Tag in image (following are X handles, type @ and organisation name on LinkedIn):** @aheadireland @SOLASFET @hea\_irl @DeptofFHed @lawlessj @IUAofficial @ETBIreland @THEA\_Irl @ForumTL @TheUSI