



Hennessy

FELLOWS

THURGOOD MARSHALL
COLLEGE FUND

PROMOTION GUIDE

Unlocking the C-Suite.



The Thurgood Marshall College Fund (TMCF) in partnership with Hennessy is proud to present the Hennessy Fellows program. The \$10M initiative awards high-achieving graduate students from HBCUs with curated corporate development experiences. We encourage you to market this opportunity that develops our future leaders.



FREQUENTLY ASKED QUESTIONS

What is Hennessy Fellows? (The Program)

Hennessy Fellows is an annual graduate program for approximately 10 high-achieving, high-potential HBCU graduate students that provide soft skill resources, corporate development experiences and financial assistance. Experiences will include training forums and networking to enhance the exchange of ideas, and direct exposure to the interrelatedness of corporate, social and economic systems.

What is a Hennessy Fellow? (The Person)

A Hennessy Fellow is a hand-selected Historically Black College and University (HBCU) graduate school student who participated in the unprecedented Hennessy Fellows program offered through a partnership with Hennessy and the Thurgood Marshall College Fund. The fellows receive financial assistance, soft skill resources and corporate development experiences that will give them the tools needed to unlock competitive business advantages for achieving C-Suite leadership roles.

What are the benefits of being a Hennessy Fellow?

- 1:1 executive coaching
- Up to \$20,000 per academic year
- \$10,000 annual stipend for other educational expenses
- Opportunity to compete for a community-related project grant up to \$10,000
- Access to online training forums, boot camps, networking events and professional development experiences

What are the expected outcomes of Hennessy Fellows?

The Hennessy Fellows are expected to walk away with the tools, unwritten rules and practical life lessons and advice to unlock the doors to the C-Suite and be placed into a pipeline of corporate leadership-ready talent from HBCUs.

What is the Hennessy Fellows Boot Camp?

A weeklong intense professional and leadership development experience that will focus on specific competency areas such as: leadership, communication, executive presence, accountability and influence, and business acumen. Hennessy executives, business, HR, and communications industry leaders, will provide interactive lectures, simulations, and executive coaching to the 10 Hennessy Fellows. The boot camp is one component in the 360-degree success plan to help ensure the Hennessy Fellows graduate with the core business competencies required for career success in corporate leadership roles.

SOCIAL MEDIA TOOLKIT

OVERVIEW

We're excited that you're promoting our Hennessy Fellows program. To help spread the word of this program, we've put together this toolkit, complete with resources, samples and tips.

Don't forget to follow TMCF and Hennessy on Facebook, Twitter, Instagram and LinkedIn to stay up-to-date on great opportunities and pertinent information about the Hennessy Fellows program.

Happy sharing!

SOCIAL MEDIA ACCOUNTS

Thurgood Marshall College Fund

- Twitter: @TMCF_HBCU
- Facebook: @ThurgoodMarshallCollegeFund
- Instagram: @TMCF_HBCU
- LinkedIn: @Thurgood Marshall College Fund

Hennessy

- Twitter: @HennessyUS
- Facebook: @Hennessy
- Instagram: @HennessyUS
- LinkedIn: @MoetHennessy

HASHTAGS

The official hashtag for the Hennessy Fellows is [#HennessyFellows](#).

In addition to the official hashtag, utilize the hashtags below to promote the program.

[#TMCF](#), [#TMCFHennessy](#), [#NeverStopNeverSettle](#), [#HBCU](#), [#excellence](#), [#leadership](#), [#diversity](#), [#D&I](#), [#careerdevelopment](#), [#careerreadiness](#), [#UnlocktheCSuite](#), [#csuite](#), [#communication](#), [#executivepresence](#), [#accountability](#), [#influence](#), [#businessacumen](#) [#cohort2](#)

SOCIAL MEDIA TOOLKIT

SAMPLE SOCIAL MEDIA POSTS

Copy and paste any of the sample social media posts below and share on social media.



Tweets

Fellow:

Being a member of the inaugural cohort of the Hennessy Fellows program has been nothing short of amazing. Learning professional development skills that lead to the c-suite is one of the many benefits of this program. Apply now at tmcf.org/hennessyfellows; you won't regret it.

Influencer:

\$30k in financial assistance, a professional development boot camp, and executive training are a few benefits of becoming a Hennessy Fellow. Apply now at tmcf.org/hennessyfellows. [#scholarship](#)

Member-School:

The [#HennessyFellows](#) program is a fantastic partnership between [@tmcf_hbcu](#) and [@HennessyUS](#) that provides A+ professional development that unlocks the c-suite. We encourage you to apply now at tmcf.org/hennessyfellows. [#careerreadiness](#) [#leadership](#)



Instagram Posts

Fellow:

As a Hennessy Fellow, I learned the “Art of Negotiation, Power of Influence” from [@TMCF_HBCU](#)'s EVP of Business Development and I&E, George Spencer. Apply now at tmcf.org/hennessyfellows to gain access to top leaders that teach win-win strategies that are the key to getting a yes in Corporate America. [#careerreadiness](#)

Influencer:

Confidence and taking calculated risks are a few tidbits shared when you're selected to become a Hennessy Fellow. Learn how to advance in your career by applying to tmcf.org/hennessyfellows. [#UnlocktheCSuite](#) [#TMCFHennessy](#) [#excellence](#)

Member-School:

We're always amazed by the great work of [@TMCF_HBCU](#), and we encourage you to reap the benefits of their commitment to [#HBCUs](#) by applying to the Hennessy Fellows program. Gain over \$30k in financial support and professional development. Apply now at tmcf.org/hennessyfellows. [#leadership](#) [#careerdevelopment](#) [#scholarship](#)

SOCIAL MEDIA TOOLKIT



Facebook Posts

Fellow:

The development of leadership and soft skills is crucial to advancing in this competitive corporate environment. However, you develop the confidence needed to move ahead through the Hennessy Fellows program. Learn more by visiting tmcf.org/hennessyfellows. [#unlockthesuite](#)

Influencer:

Interacting with leading executives and competing for a community-related project grant for up to \$10,000 are a few benefits of becoming a Hennessy Fellow. You should apply now as your future is counting on it. Visit tmcf.org/hennessyfellows now!

Member-Schools:

The [#HennessyFellows](#) program is one of the best opportunities available to [#HBCU](#) graduate students, and we want you to apply! Become part of the next generation of [#csuite](#) executives by submitting your application by December 31st at tmcf.org.hennessyfellows. [#TMCFHennesty](#)



LinkedIn Posts

Fellow:

Leadership, communication, and business acumen are a few topics that I learned as a fellow at the inaugural [#HennessyFellows](#) Boot Camp! HBCU grad students if you want to gain the same experience in 2020, then apply now at tmcf.org.hennessyfellows. It's an opportunity you don't want to miss. [#TMCFHennesty](#) [#HennessyFellows](#) [#Cohort2](#)

Influencer:

Apply now to the Hennessy Fellows program. The unprecedented \$10M initiative awards high-achieving graduate students from HBCUs with curated corporate development experiences, as well as financial assistance. Visit tmcf.org/hennessyfellows to apply now. [#NeverStopNeverSettle](#) [#leadership](#) [#unlockthesuite](#)

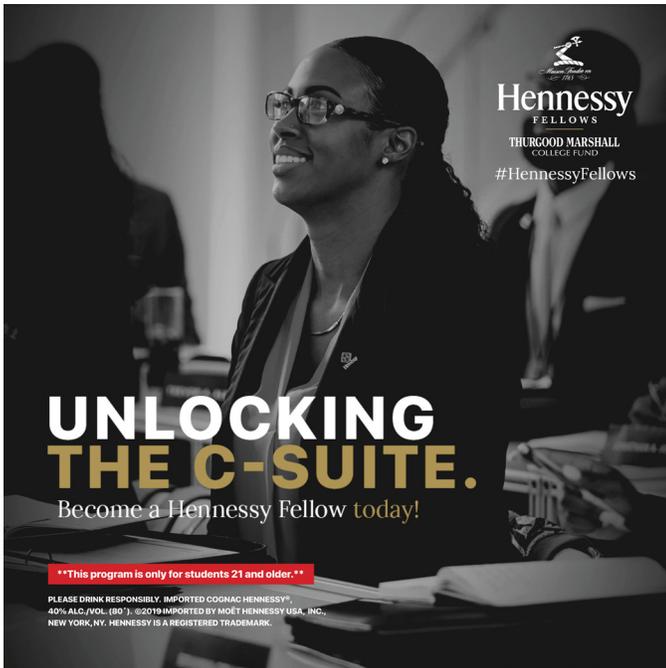
Member-Schools:

Attending the [#HennessyFellows](#) Boot Camp and meeting top-ranking executives for professional development are a few benefits of the program. Don't miss out on the chance to secure financial support for your education by applying now at tmcf.org/hennessyfellows. [#unlockthesuite](#)

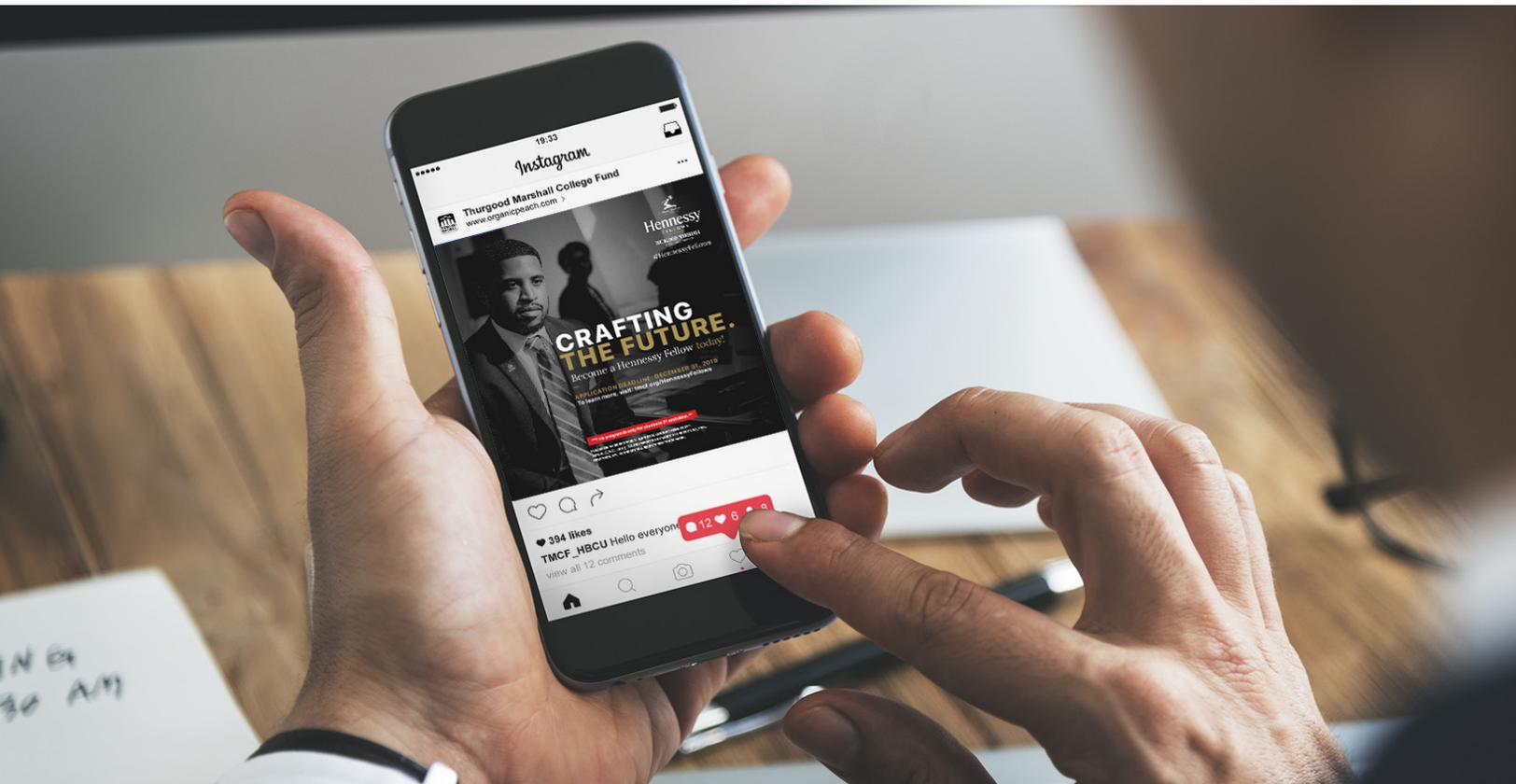
SOCIAL MEDIA TOOLKIT

SOCIAL GRAPHICS

Below are social graphics that can be used with social posts, however we encourage creativity and for you to find an image that best represents your post. The links to the graphics can be found at tmcf.org/hennessyfellowssocial.



SOCIAL MEDIA TOOLKIT



ADDITIONAL TIPS

- We expect fellows, influencers, and member-school to post consistently to encourage applicants to apply by the **deadline of December 31, 2019**. And remember to use the official hashtag: #HennessyFellows.
- Make sure you follow the Thurgood Marshall College Fund and Hennessy on Facebook, Twitter, Instagram, and LinkedIn to stay up-to-date on everything leading up to the main event.
- As a reminder, under any circumstances, you should NOT refer to Hennessy as “Henny,” or use images not appropriate. Always utilize their official social media handles and spell out the company name in its entirety.

QUESTIONS?

If you have any questions about social media for the Hennessy Fellows program, email **Shayna Jamison** at shayna.jamison@tmcf.org.



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Hennessy

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