

Social Media Toolkit

This Social Media Toolkit was designed to help high school counselors, educators, partner organizations, parents and community leaders engage students by sharing college and career information. These easy-to-use graphics can help promote events, remind students and families of important deadlines, increase awareness of the opportunities that come with securing postsecondary credentials and more.

How to Use this Toolkit

First, explore the toolkit. You'll see the graphics are organized by their intended purpose. You may want to remind your students about the HELP Grant deadline, or inform students and families about an upcoming FAFSA Day. Maybe you want to motivate your students with an inspirational quote or inform them of various types of colleges and postsecondary degrees.

- 1. Find the graphic that best fits your needs.**

Consider which platform you intend to post to. Make sure the graphic you select corresponds with the platform you will be using.

- 2. Download the graphic to your device.**

Depending on your type of device, this can be done in different ways. If you are on a mobile device, the graphic may save to your photos. If you are on a computer, you can choose the best place to save the graphic. Take note of where you save the graphic so you can find it later.

- 3. Compose your post.**

Open the social media platform where you want to post the graphic and choose to create a new post. Choose to add an image to your post and recall the graphic you saved moments ago. Write a custom, personalized message to go along with the graphic.

- 4. Make sure to Tag and Hashtag**

When you mention specific people, businesses and organizations by using "@" before their screenname, more people will see your post. Be sure to tag the specific people or groups who you want to see the post! Make sure to tag Get2College and Woodward Hines. Also, when you add hashtags to your post, more social media users outside of your friend group may be able to see your post. A few examples of a hashtag are #scholarships, #financialaid, #MondayMotivation and #FlashbackFriday. The hashtag relates to the topic or timing of your post. When people click-on or search for that topic, they may see your post because of the hashtag.

- 5. Post during high-traffic days and times.**

Think about when your followers are online and publish your post when more people are likely to be scrolling through their newsfeeds.

Guidelines for Use

- Please do not alter or change the graphics.
- If you have specific ideas, concerns or needs, please contact our Communications Team at communications@get2college.org.