

**#CollegeSigningDay 2017 (5.5.17)**

**Better Make Room Toolkit**

Thank you for your support of Better Make Room and #CollegeSigningDay 2017. In this toolkit you will find the resources needed to increase online engagement during your event. As you set your activities we want to ensure that the students are at the forefront of the day. We want to shine the spotlight on them and elevate them to the level of celebrity. By increasing online engagement we will create this space for peer-to-peer support. The more students making commitments and engaging in the digital conversation on #CollegeSigningDay the larger the opportunity for students to take the next step in their future.

+ #BetterMakeRoom + #CollegeSigningDay.

**Within this toolkit, you will find the following resources:**

**A. Social Digest**

 **A-1. Leading up to event**

 **A-2. Day of event**

**B. Hashtag Guidelines**

And you’ll need the attached SchoolKit.zip file that contains key assets mentioned in this document! You can download it at bit.ly/collegesigningday

**A.** **Social Digest**

Below you will find the information needed to join the conversation on college signing day. For the sample social post, you can either use the content as is or adjust for your channels. Any items designated with “[ ]” indicates content that should be customized for your school.

**A-1. Sample Posts Leading Up to the Event:**

**Twitter:**

The future is here and it #BetterMakeRoom for these grads from [High School] going to college!

Those long nights of studying were WORTH IT. Check out where our [High School] students are headed. #BetterMakeRoom #CollegeSigningDay

Acceptance Letter? Check. Shades to wear because your future's so bright? Check. #BetterMakeRoom

**Facebook:**

[Upload an album of student’s signing day photos] We are proud of our [High School] students! They’ve done it and now they are lighting the path for others. We #BetterMakeRoom because they are about to arrive! #CollegeSigningDay

They’ve made goals, prioritized them, and made them happen. Let’s cheer on our [High School] students as they pave their own ways to higher education! #BetterMakeRoom

**A-2. Sample Posts for Day of Event:**

**Twitter:**

Today is #CollegeSigningDay and you #BetterMakeRoom for our [High School] students!

They said it. They did it. And now they are headed to college! #CollegeSigningDay #BetterMakeRoom

Today is a celebration for ACADEMICS. It’s #CollegeSigningDay! Cheer on our grads as they embark on the journey to get educated!

**Facebook:**

Today we’re celebrating ACADEMICS. It’s #CollegeSigningDay! Cheer on our grads as they embark on the journey to get educated! Let’s help them #ReachHigher

Saying things out loud makes them happen. You said it. You did it. It’s #CollegeSigningDay and our [High School] students are telling the world where they’re headed! #BetterMakeRoom

The countdown is over! Today is #CollegeSigningDay and your hard work has paid off! Remember how much this day means to you when you’re celebrating by throwing your hats in the air and #ReachHigher

*On all of your channels we highly encourage you to re-share your students commitments and—amplify their voices and shine the spotlight on their futures throughout the day!*

**B. Hashtag Guidelines**

#**ReachHigher**

The Reach Higher initiative is the former First Lady's effort to inspire every student in America to take charge of their future by completing their education past high school, whether at a professional training program, a community college, or a four-year college or university. **Use this hashtag when interacting with those aiming to achieve higher education. It should also be used when interacting with stakeholders in students’ lives: counselors, teachers, educational organizations and institutions.** You can use #ReachHigher and #BetterMakeRoom interchangeably, but the majority of #ReachHigher occurrences should come from @ReachHigher or those stakeholder accounts.

**Example post:** College is never out of the question—it’s yours for the taking. Tell us how you’ll #ReachHigher for an education that can change your life!

#**BetterMakeRoom**

The Better Make Room campaign was created to add an engagement layer to the Reach Higher brand so that the initiative resonates with the intended audience: Gen-Z. Better Make Room was created to give Gen-Z a creative space to thrive and to cheer on their peers as they move toward life after high school. **Use this hashtag when interacting with Gen-Z students, especially when elevating their accomplishments. Gen-Z should also be encouraged to use the hashtag themselves.**

**Example post:** What can you accomplish with higher education? The world #BetterMakeRoom for you! GO DO ALL THE THINGS.

#**CollegeSigningDay**

The main hashtag for Reach Higher and Better Make Room surrounding College Signing Day events on and around May 5th. Those channels and other organizations should use that hashtag in place of saying "College Signing Day" in full. It saves on characters AND makes posts interactive. **Use this hashtag when mentioning an event.**

**Example post:** #CollegeSigningDay is happening around the nation on 5.5.17—get involved + organize your own event for students to celebrate their future!