

**#CollegeSigningDay Social Media Guide**

Part of the fun of celebrating College Signing Day is sharing your students’ achievements on social media. This social media guide will give you resources to increase online engagement during your event. Increasing online engagement will also create a space for peer-to-peer support all over the country. BILLIONS of students and supporters have posted about their celebrations with the #CollegeSigningDay and #BetterMakeRoom hashtags. Let’s do it again.

**Official Hashtags**: #CollegeSigningDay + #BetterMakeRoom

**Twitter and Facebook**: @ReachHigher + @BetterMakeRoom

 **Instagram**: @ReachHigher2020 + @BetterMakeRoom

**Snapchat:** bettermakeroom + michelleobama

Below you will find the information needed to join the conversation online about College Signing Day. For the sample posts, you can use the content as-is or adjust it for your accounts. Any items designated with “[ ]” indicates content that should be customized for your school.

**Sample Posts Leading Up to Your Event:**

**Twitter:**

The future is here and it #BetterMakeRoom for these grads going to college! #CollegeSigningDay @ReachHigher

Those long nights of studying were worth it. Check out where our [Name of School] students are headed. #BetterMakeRoom #CollegeSigningDay

#BetterMakeRoom for our students celebrating #CollegeSigningDay! We are so proud of all of their plans to continue their education in college and the military. We love our [Mascot/School Nickname]! @BetterMakeRoom

**Facebook and Instagram:**

They’ve made goals, prioritized them, and made them happen. Hey @BetterMakeRoom, help us cheer on our seniors as they pave their own ways to higher education and armed services! #BetterMakeRoom

The countdown is on! #CollegeSigningDay is coming up and we’re celebrating all your hard work! Show all of us where you’re going next year by shouting out your college or military plans #BetterMakeRoom

**Sample Posts for the Day of the Event:**

**Twitter:**

Today is #CollegeSigningDay and you #BetterMakeRoom for our students! @ReachHigher @BetterMakeRoom

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

Today is a celebration of hard work and perseverance. It’s #CollegeSigningDay! Cheer on our grads as they embark on the journey to get educated!

**Facebook and Instagram:**

Today is a celebration of hard work and perseverance. It’s #CollegeSigningDay! Cheer on our grads as they embark on the next step of their educational journey! Let’s help them #ReachHigher! #BetterMakeRoom

Saying things out loud makes them happen. You said it. You did it. It’s #CollegeSigningDay, and our students are telling the world where they’re headed! Join us in our celebration. #BetterMakeRoom

[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 for them, because they will change the world! #CollegeSigningDay #ReachHigher @BetterMakeRoom

*Be sure to share your students’ commitments and amplify their voices to shine the spotlight on their futures throughout the day! Encourage them to post, too, using #CollegeSigningDay and #BetterMakeRoom!**Tag us and we’ll retweet and repost on our social channels!*