



College Signing Day

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:
#BetterMakeRoom
#CollegeSigningDay

Twitter and Facebook handles: @ReachHigher
@BetterMakeRoom

Instagram handles: @ReachHigher2020
@BetterMakeRoom

Here you'll find the details you need to join the conversation online about College Signing Day. Use these sample posts as-is or modify them for your accounts. Any items designated with "[]" indicate fields 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! We can't wait to see what great things they accomplish.
#CollegeSigningDay @ReachHigher

Those long nights of studying and planning for the future 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 beyond high school. We love our [Mascot/School Nickname]s!
@BetterMakeRoom

It's been a long journey getting here, but our students have made some big plans. They're going to college, and you #BetterMakeRoom for them. ✓
#CollegeSigningDay

The day you've been waiting for is coming: #CollegeSigningDay. Colleges, get ready for the class of 2019 to make a wave on your campus.
#BetterMakeRoom

FACEBOOK/INSTAGRAM

They've made goals, prioritized them, and made them happen. Hey @BetterMakeRoom, help us cheer on our seniors as they pave their own paths 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 plans beyond high school.
#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. Now they are headed to college and beyond. Congrats, Class of 2019! 🎉
#CollegeSigningDay #BetterMakeRoom

Today is a celebration of hard work and perseverance. It's #CollegeSigningDay! Cheer on our [Mascot/School Nickname] grads as they embark on the journey through higher ed!

On #CollegeSigningDay, we're recognizing your hard work and decision to reach higher. Look out for our grads as they continue to shine. ✨
#BetterMakeRoom

FACEBOOK/INSTAGRAM

Today is a celebration of all your 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

#CollegeSigningDay is coming, and we're pumped. Get ready to celebrate all your hard work to get to this point—we know you deserve it. Shout out your big plans for next year in the comments!
#BetterMakeRoom

[Upload an album of student's signing day photos]
We are so 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 have plans to change the world!
#CollegeSigningDay #ReachHigher @BetterMakeRoom

The future is yours when you speak your truth into existence—and that's exactly what our students did. On #CollegeSigningDay, our grads have made the final step to accessing their full potential. Congrats, [High School] grads! #BetterMakeRoom #ReachHigher

[Upload an album of student's signing day photos]
This is what it looks like when you #ReachHigher. 🔥 Join us in congratulating our students as they move forward with their education on #CollegeSigningDay! #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!