



College Signing Day

SOCIAL MEDIA GUIDE

Social media has always played an important role in our [#CollegeSigningDay](#) celebrations. Our brand-new social media guide will give you the building blocks and pre-made content that you can use to help join in the fun this year. It's so important to share on social media because we all know that's where our students are. Billions of students and supporters have posted about their [#CollegeSigningDay](#) celebrations, so let's do it again! Social media [#BetterMakeRoom](#) for us all 📱

Social media essentials:

In every social media post, make sure to:

- Tag [@BetterMakeRoom](#) and [@ReachHigher](#)
- Use [#CollegeSigningDay](#) and [#BetterMakeRoom](#)
- For hashtags, capitalize the first letter in each word to make it accessible for all!

Sample posts:

Here you'll find the details you need to join the conversation on social media 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 or community.

Sample posts leading up to your event:

- 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](#)
- We are so proud of all of their plans to continue their education beyond high school. We love our [\[Mascot/School Nickname\]](#)s! [#CollegeSigningDay](#)
- 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](#)

- Hey [@BetterMakeRoom](#), help us cheer on our seniors as they pave their own paths to higher education and armed services! [#CollegeSigningDay](#)
- 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 sharing your plans beyond high school ✨
- Get ready because [#CollegeSigningDay](#) is coming, and we're pumped! Let's celebrate all your hard work to get to this point, you deserve it. Share your big plans for next year in the comments!

Sample posts for the day of your event:

- 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 2021! [#CollegeSigningDay](#)
- Special shout out to our grads going into the military or earning a postsecondary certificate! You got this 🇺🇸 [#CollegeSigningDay](#) [#BetterMakeRoom](#)
- On [#CollegeSigningDay](#), we're recognizing your hard work and decision to reach higher. Look out for our grads as they continue to shine. [#BetterMakeRoom](#)
- It's [#CollegeSigningDay](#), and our students are telling the world where they're headed! Join us in our celebration. [#BetterMakeRoom](#)
- This is what it looks like when you [#ReachHigher](#). Join us in congratulating our students as they move forward with their education on [#CollegeSigningDay](#)!
- Today is [#CollegeSigningDay](#)! Cheer on our [\[Mascot/School Nickname\]](#) grads as they embark on their post-high school journey ✨ [#BetterMakeRoom](#)
- Cheer on our grads as they embark on the next step of their educational journey during [#CollegeSigningDay](#)! Let's help them [#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 and their families to post using [#CollegeSigningDay](#) and [#BetterMakeRoom](#), too! Check out our social media guide in Spanish and make sure to share it with your Spanish-speaking students and families!

We can't wait to celebrate [#CollegeSigningDay](#) together! Make sure to tag us and we'll help cheer on your students 🎉