



**REACH HIGHER**  
Complete your education. Own your future.



## **#CollegeSigningDay 2019 Social Media Guide**

Thank you for your support of Reach Higher, Better Make Room, and #CollegeSigningDay 2019! In this toolkit you will find the resources needed to increase online engagement during your event. As you plan your activities, make sure that the students are at the forefront of the day. Shine the spotlight on them. Elevate them to the level of a 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. Last year, over 1.5 BILLION people posted about their celebrations with the #CollegeSigningDay and #BetterMakeRoom hashtags. Let's do it again in 2019.

#BetterMakeRoom + #CollegeSigningDay

**In 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**

You can download the key assets mentioned in this document at  
[www.bettermakeroom.org/college-signing-day](http://www.bettermakeroom.org/college-signing-day).

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## A. Social Digest

Below you will find the information needed to join the online conversations about College Signing Day. For the sample social post, you can either use the content as is or adjust it 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:

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:

You #BetterMakeRoom because today is #CollegeSigningDay! Wear your college gear with pride in support of students pursuing their higher ed dreams.

We're proud to support students as they reach higher on #CollegeSigningDay! Make sure to wear your college gear with pride today. #BetterMakeRoom

Today is #CollegeSigningDay and you #BetterMakeRoom for all of the college-bound 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 higher education!

**Facebook:**

You #BetterMakeRoom because today is #CollegeSigningDay! Wear your college gear with pride in support of students pursuing their higher ed dreams.

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 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 .

*We highly encourage you to re-share your students' commitments and amplify their voices to shine the spotlight on their futures throughout the day!*

**B. Hashtag Guidelines**

**#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. 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—get involved + organize your own event for students to celebrate their future!