**Social Media Outreach—Content suggestions to send on to your social media team for discussion. If you manage your own social feeds, you can schedule these directly to Twitter or Facebook through their organic content scheduling tools.**

**HOW TO PERSONALIZE THIS SOCIAL CONTENT:**

- Areas highlighted green in the body copy are for you to update.

- Be sure to link to your office’s website

- Add school-specific hashtags you see traction with

- Rewrite as you see fit!

***Twitter***

*Organic – all copy options are under 140 characters (Twitter recently upped the maximum character count available to users to 280, but more words aren’t always better. We suggest short and to the point!) Best practice is to include a bit.ly link or URL leading the Twitter user directly to where they can learn more information, or can log in to their account. If you include a URL and schedule this through Twitter directly it should auto-pull the lead image of the page you are linking to. If the page you are linking to does not have imagery, or that imagery doesn’t feel like the right fit for social, we have provided social images you can download and include.*

*A fast-moving stream, posting regularly on Twitter is advised to generate awareness. If you have an official Financial Aid Office twitter account, we suggest posting once every day or two about your new process. If you use your official school twitter account they will also be focused on attracting prospects and may not want to post information that could be confusing to non-students. Being selective of which tweets you suggest to your social team is advised. OR send them this document and ask their advice*

* Ready to complete outstanding #ScholarshipUniverse tasks online, w/ amazing scholarship matching capabilities and mobile applications? Us too! Start here: [Link to where students log in to or create their account]
* #Scholarships have gone mobile at [School Name]! Learn more today! [Link to where students log in to or create their account]
* We’re Putting YOU In Charge of Your #ScholarshipFuture. Learn more here > [Link to where students log in to or create their account]
* Scholarships at [School]: Faster, Easier, Mobile. Learn more > [Link to where students log in to or create their account]
* Complete #ScholarshipUniverse tasks on any device #MicDrop. You asked for it, we listened. Learn more >[Link to where students log in to or create their account]
* We heard your feedback, loud & clear. [Student Body Nickname]’s want #mobilefriendly, #studentfirst #Scholarship. It’s here >[Link to where students log in to or create their account]
* Complete #ScholarshipUniverse processes on your own time, on the device of your preference.
* Learn about mobile Scholarships at [School Name] today >[Link to where students log in to or create their account]

***Facebook***

*There is no limit for copy length on Facebook posts, but it’s best to keep Facebook Status Updates short, focused, and include a link leading the FB user directly to where they can learn more information, or can log in to their account. If you include a URL and schedule this through Facebook directly it should auto-pull the lead image of the page you are linking to. If the page you are linking to does not have imagery, or that imagery doesn’t feel like the right fit for social, we have provided social images you can download and include.*

*Best practices for Facebook are to post no more than once a week about a set topic, interspersing your feed with other topics before you repost about your mobile Financial Aid is advised to generate awareness. As with Twitter, what and how you post will change depending on if you have a Financial Aid Office-specific feed, or if you are working with your institution’s official feed which also deals with prospective students.*

* Ready to complete your outstanding ScholarshipUniverse tasks online, with amazing scholarship matching capabilities and mobile applications? So are we! Learn more here > [Link to where students log in to or create their account]
* Providing the best student experience is important to us—and we heard your feedback loud and clear. You want to be able to complete ScholarshipUniverse processes on your own time, on the device of your preference. We’re proud to say that now all [enter school student nickname’s] can. [Link to where students log in to or create their account]
* We’re putting YOU in charge of your Scholarship Application. Learn more about our new easy, mobile, personalized ScholarshipUniverse service that ensures you ALWAYS know where you’re at in the process > [Link to where students log in to or create their account]