

Social Media Toolkit

We're excited to have you be part of College Signing Day!

On **May 1**, we are inviting partners, students, friends and family to join us as we celebrate College Signing Day. Students will share where they've committed to attend. Alumni will share their own college pride. And everyone will encourage the next generation as they take their first step to #ReachHigher.

We hope you'll consider taking a college #SigningDaySelfie to show your pride in the college you attended – or the one you're heading to! If you can wear or sport something with that college name in your photo, even better (but certainly not necessary)! But be sure to let us know in your post where you signed – and tag your future school!

1. Take your college #SigningDaySelfie. (Be creative! Wear your college sweatshirt! Wear face paint!)
2. Post on social media using the hashtags
#ReachHigher #BetterMakeRoom #SigningDaySelfie #CollegeSigningDay
3. And tag @lacash4college and @unite_la on Instagram (or @letsunitela on Twitter) so we can repost!
4. And don't forget to tag your college/university!

Here are some sample social media posts, but be creative and make your own!

For students:

- Get ready, [@CAMPUS NAME], I'm heading your way! #BetterMakeRoom @lacash4college @unite_la (on Instagram - or @letsunitela on Twitter)
- Excited to share that I'm heading to [@CAMPUS NAME] in the fall! #BetterMakeRoom @lacash4college @unite_la (on Instagram - or @letsunitela on Twitter)
- It's #CollegeSigningDay! I'm committed to going to college because I know I can #ReachHigher #BetterMakeRoom @unite_la (on Instagram - or @letsunitela on Twitter)
- Proud to announce that I'm taking my talents to [@CAMPUS NAME]! #BetterMakeRoom @unite_la (on Instagram - or @letsunitela on Twitter)

For alums:

- College wasn't just about the parties - it also helped me #ReachHigher @lacash4college @unite_la (on Instagram or @letsunitela on Twitter)
- Happy #CollegeSigningDay! Congrats to the seniors who #ReachHigher! @unite_la (on Instagram or @letsunitela on Twitter)
- To all of the seniors heading to college in the fall - we've got your back! #ReachHigher @lacash4college @unite_la (on Instagram or @letsunitela on Twitter)
- This #CollegeSigningDay, I want to welcome the Class of 2024 to the [@CAMPUS NAME] family! #ReachHigher @lacash4college @unite_la (on Instagram or @letsunitela on Twitter)