Journey to College
Apply Missouri

Sample social media posts

Social media posts should engage students and encourage them to participate in the conversation. Open-ended questions and asking for opinions are good ways to initiate dialogue.

If you plan to link any of the resources found at *https://journeytocollege.mo.gov/apply-missouri/,* consider using social media management software to shorten the links so they fit better in your social media post.

Use the following pre-selected hashtags: #ApplyMO, #IApplied and #Classof2020

Facebook/Instagram — Post at least three times a week leading up to your event. Use Facebook and Instagram to get students excited about Apply Missouri activities and as a reminder of items they may need to bring with them in order to complete college applications. If your school has hosted Apply Missouri events in the past, you may consider pairing photos from those events with new posts in order to attract more attention. Utilize the "stories" sections to create short videos with information about your upcoming activities or to document the event for your followers.

Twitter — With a limit of only 280 characters per post, relaying information via Twitter has to be short and to the point. Twitter moves much faster than Facebook and Instagram, so more tweets may be necessary in order for them to be seen.

Sample social media posts include:
- Seniors! #ApplyMO is just around the corner. What schools are you interested in attending?
- College is more important today than ever before. Let us help you find your best fit during #ApplyMO events!
- Tell us what careers you're interested in! Chances are you'll need some form of college to get there. #ApplyMO
- Have you worked on your admissions essay yet? Tell us your story with #ApplyMO and #IApplied.
- Don't forget to complete the admissions application worksheet before you start submitting applications. #ApplyMO
- Reminder: Bring your ACT and/or SAT scores, class rank, GPA and two references. #ApplyMO.
- Everyone likes options! Apply to more than one college now, choose later. #ApplyMO #Classof2020
- Use the college fit worksheet to compare multiple schools. #ApplyMO
- What are you looking for in a college? Tell us what's important to you! #ApplyMO
- Make sure the colleges you're applying to offer the degrees you want! #ApplyMO
- How many college applications did you fill out? Let us know with #ApplyMO and #IApplied!
- Congratulations! You've taken the first big step toward earning a college degree! #IApplied #ApplyMO #Classof2020