



#WhyApply 2020 Social Media Toolkit

This fall, students across the country will be submitting college applications and celebrating their plans for the future. Nearly 760,000 of them will do so when schools in all 50 states and the District of Columbia host American College Application Campaign (ACAC) events. To celebrate college application season and our students, ACAC encourages participation in the [#WhyApply social media campaign](#).

Join ACAC on **Friday, September 18**, for #WhyApply Day by heading to social media and answering the question, "Why apply to college?"

#WhyApply Day celebrates the college application season by sharing supportive and motivating messages on social media about the importance of applying to college. Whether applying to a certificate program, two-year college or four-year university, it's important to celebrate this critical and necessary step on the journey to postsecondary education.

HOW TO PARTICIPATE

On Friday, September 18, wear your college gear and share on your favorite social media channels why you believe students should apply to college and/or why you applied to college. Be sure to use the hashtag #WhyApply and tag the American College Application Campaign. Encourage your friends, family, and colleagues to do the same.

1. Print this #WhyApply [selfie printout](#) (If you don't have access to a printer, using a blank piece of paper is fine – just be sure to write the hashtag #WhyApply with your statement)
2. Answer the question, "Why is it important to apply to college?" and write it on the printout.
3. Put on your college gear and take a photo with your #WhyApply statement
4. On Sept. 18, post your photo or statement to your personal or organization's social media channels using the hashtag #WhyApply and tag the American College Application Campaign
 - a. ACAC Twitter: [@American_CAC](#)
 - b. ACAC Facebook: www.facebook.com/americancac
 - c. ACAC Instagram: [@American_CAC](#)

Sample Posts to use on #WhyApply Day:

- Because you can't go if you don't apply
- To reach your fullest potential
- To open new doors of opportunity that will last a lifetime
- Because my parents didn't
- Because you are college material
- Because #RepresentationMatters
- Because education is a powerful tool to change your life and the world

Get creative! We love seeing the pictures and your smiling faces, but there are other ways to participate. If you're camera shy, draw a picture or simply update your status. If you prefer video, share a brief video with your #WhyApply statement.



HOW TO PROMOTE

Help us promote #WhyApply Day to ensure more educators and mentors join in the celebration! Consider using the following assets to promote on your organization's social media or within newsletters and blogs.

Sample Posts to Promote #WhyApply Day:

- **Twitter:** #WhyApply Day is Friday, Sept. 18! Join us and @American_CAC by sharing your “why apply to college?” reason. Use @American_CAC’s #WhyApply printout available here: <https://equityinlearning.act.org/acac/resources/why-apply/>
- **Facebook:** #WhyApply Day is Friday, September 18! Join us and the American College Application Campaign by sharing your “Why apply to college” reason. Use ACAC’s #WhyApply printout available here: <https://equityinlearning.act.org/acac/resources/why-apply/>
- **Twitter and/or Facebook:** This Friday, Sept. 18 is #WhyApply Day! Wear your college gear and tell students why it’s important to apply to college!
- **Twitter:** Applying to college is a necessary and critical step on the path to #college. This Friday, Sept. 18, tell students #WhyApply to college. Use @American_CAC’s #WhyApply printout available here: <https://equityinlearning.act.org/acac/resources/why-apply/>
- **Facebook:** Applying to college is a necessary and critical step on the path to college. This Friday, September 18, tell students #WhyApply to college. Use the American College Application Campaign’s #WhyApply printout available here: <https://equityinlearning.act.org/acac/resources/why-apply/>

Suggested Text for All Staff Email

Subject line: Encourage Team Members to Celebrate #WhyApply Day

Greetings ✕

To kick off the college application season, the American College Application Campaign, an initiative of ACT’s Center for Equity in Learning, will host its fourth annual [#WhyApply](#) Day on **Friday, September 18**. This social media campaign is for all educators, college access advocates, and supportive adults across the country to tell students why it’s important to apply to college. I encourage you to join me and the American College Application Campaign in participating.

[#WhyApply](#) Day celebrates the college application season by sharing supportive and motivating messages on social media about the importance of applying to college. Whether applying to a certificate program, two-year college or four-year university, it’s important to celebrate this critical and necessary step on the journey to postsecondary education.

Here’s how you can participate on social media.

How to participate:

1. Print this #WhyApply [selfie printout](#) (If you don’t have access to a printer, using a blank piece of paper is fine – just be sure to write the hashtag #WhyApply with your statement)
2. Answer the question, “Why is it important to apply to college?” and write it on the printout.
3. Put on your college gear and take a photo with your #WhyApply statement prior to Sept. 18.
 - a. Share your photo with your colleagues to encourage participation
4. On Sept. 18, post your photo or statement to your personal and/or organization’s social media channels using the hashtag #WhyApply and tag the American College Application Campaign
 - a. ACAC Twitter: [@American_CAC](#)
 - b. ACAC Facebook: www.facebook.com/americanacac
 - c. ACAC Instagram: [@American_CAC](#)

In addition to participating, I ask that you encourage you to help us spread the word. Consider taking your photo early and sharing it with your friends and colleagues as motivation for their participation.

Want to do more? To build awareness and to provide support to educators, ACAC will host a #WhyApply Twitter chat with Common App, NACAC, and myOptions on Thursday, September 10 at 2:00 P.M. EDT. The purpose of the Twitter chat is to discuss how school counselors, college access professionals, and other caring adults can get involved with #WhyApply Day and how best to support students through the college application process this year.

Together, we will inspire more students to apply to college!

Warmly,

[insert name]

Suggested Email Text for Newsletter

Subject line: Celebrate #WhyApply Day this September 18

To kick off the college application season, the American College Application Campaign, a national initiative of ACT's Center for Equity in Learning, will host its fourth annual [#WhyApply](#) Day on **Friday, September 18**. I invite you to join [\[insert organization name\]](#) in participating by heading to your personal social media accounts and answering the question "Why apply to college?"

[#WhyApply](#) Day celebrates the college application season by sharing supportive and motivating messages on social media about the importance of applying to college. Whether applying to a certificate program, two-year college or four-year university, it's important to celebrate this critical and necessary step on the journey to postsecondary education. Here's how you can participate on social media.

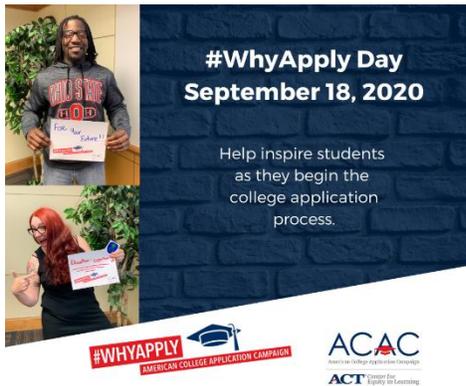
How to participate:

5. Print this #WhyApply [selfie printout](#) (If you don't have access to a printer, using a blank piece of paper is fine – just be sure to write the hashtag #WhyApply with your statement)
6. Answer the question, "Why is it important to apply to college?" and write it on the printout.
7. Put on your college gear and take a photo with your #WhyApply statement
8. On Sept. 18, post your photo or statement to your personal or organization's social media channels using the hashtag #WhyApply and tag the American College Application Campaign
 - a. ACAC Twitter: [@American_CAC](#)
 - b. ACAC Facebook: www.facebook.com/americancac
 - c. ACAC Instagram: [@American_CAC](#)

Want to do more? To build awareness and to provide support to educators, ACAC will host a #WhyApply Twitter chat with Common App, NACAC, and myOptions on Thursday, September 10 at 2:00 P.M. EDT. The purpose of the Twitter chat is to discuss how school counselors, college access professionals, and other caring adults can get involved with #WhyApply Day and how best to support students through the college application process this year.

Together, we will inspire more students to apply to college!

Promotional Graphics Available at
<https://equityinlearning.act.org/acac/resources/why-apply/>



Facebook



Twitter



Email banner 600x300



PowerPoint Slide Image

Be sure to follow ACAC on Social Media

Facebook: www.facebook.com/americanacac

Twitter: https://twitter.com/american_cac

Instagram: www.instagram.com/american_cac