***Social Media Guide for Partners***

*Below are sample social media posts ready for you to copy and share on your organization’s social media channels. Each post is tailored to fit the needs and trends of each social media platform. Thank you for helping us raise awareness within your social network!*

**Primary Campaign Hashtag:** #CollegeForYouNJ

**Supplementary Hashtags:** #GoToCollege #CloserThanYouThink

Sample Post 1

*Copy & paste the sample post language below onto your organization’s social media channels! You can download a graphic to accompany this post here.*

**Facebook, LinkedIn & X (formerly Twitter):**

New Jersey is committed to making a college degree as affordable and accessible as possible for state residents. Complete your #FAFSA to find out what federal and state aid you may be eligible to receive. Fuel your path to success! Visit CollegeForYou.NJ.gov.

#CollegeForYouNJ

**Instagram**

*(note: set link in bio to CollegeForYou.NJ.gov****):***

New Jersey is committed to making a college degree as affordable and accessible as possible for state residents. Complete your #FAFSA to find out what federal and state aid you may be eligible to receive. Fuel your path to success! Visit CollegeForYou.NJ.gov. (linked in bio)

#CollegeForYouNJ

*Post with the following graphic (Facebook and Instagram sizes available):*



## Sample Post 2 *Copy & paste the sample post language below onto your organization’s social media channels! You can download a graphic to accompany this post here.*

**Facebook, LinkedIn & X (formerly Twitter):**

New Jersey is home to dozens of high-quality colleges & universities! Whether you are looking for a 2-year or 4-year degree, #NewJersey has what you need to make your dreams a reality. Visit CollegeForYou.NJ.gov to learn more.

#CollegeForYouNJ #CloserThanYouThink

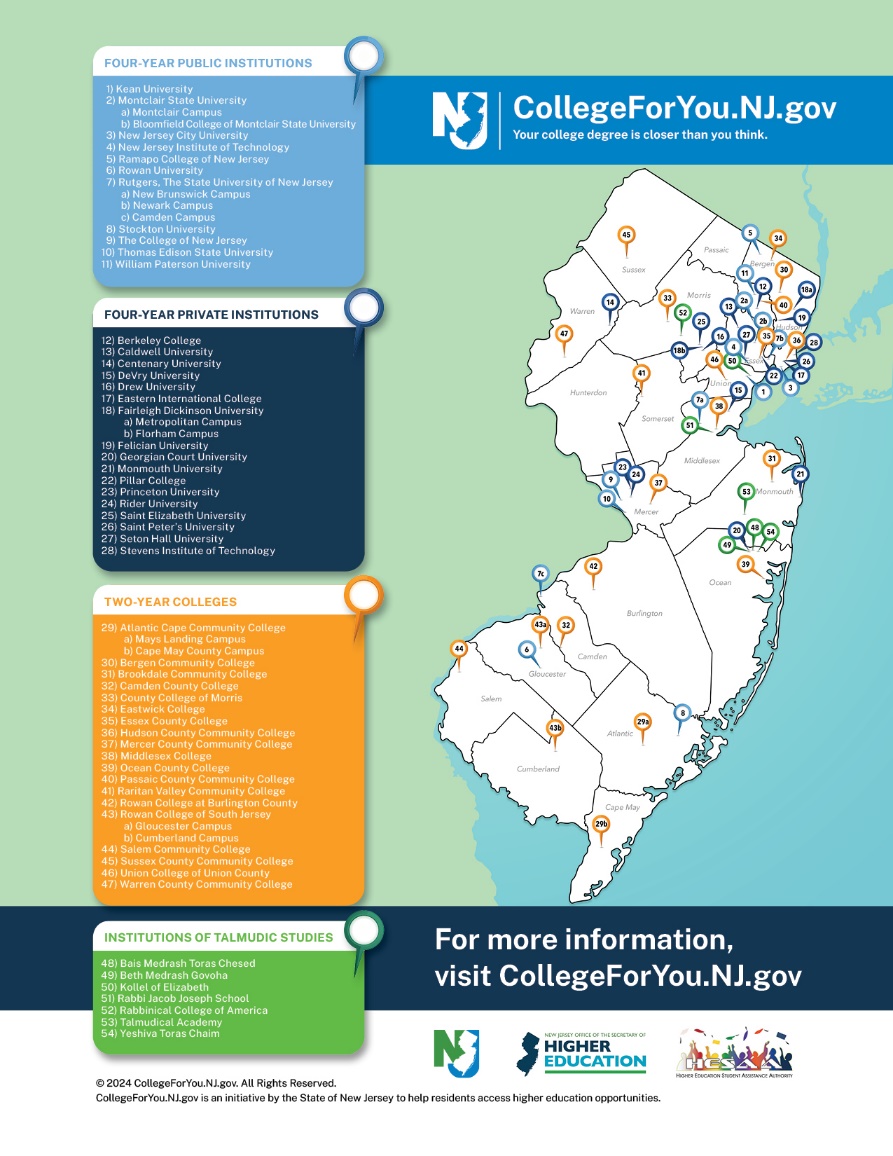
**Instagram**

*(note: set link in bio to CollegeForYou.NJ.gov****):***

New Jersey is home to dozens of high-quality colleges & universities! Whether you are looking for a 2-year or 4-year degree, #NewJersey has what you need to make your dreams a reality. Visit CollegeForYou.NJ.gov (linked in bio) to learn more.

#CollegeForYouNJ #CloserThanYouThink

*Post with the following graphic:*



Sample Post 3 – Pertains to NJ Alternative Application/NJ Dreamers

*Copy & paste the sample post language below onto your organization’s social media channels! You can download a graphic to accompany this post here.*

**Facebook, Instagram, LinkedIn & X (formerly Twitter):**

Attention NJ Dreamers – an affordable college degree may be closer than you think! You may be eligible for state financial aid through the New Jersey Alternative Financial Aid Application. Learn more at CollegeForYou.NJ.gov.

#CollegeForYouNJ #CloserThanYouThink

*Post with the following graphic (Facebook and Instagram sizes available):*



Sample Post 4

*Copy & paste the sample post language below onto your organization’s social media channels! You can download a graphic to accompany this post here.*

**Facebook, Instagram, LinkedIn & X (formerly Twitter):**

New Jersey colleges offer a wide range of degrees and generous #FinancialAid to help make your dreams come true. Learn more about 10 important steps on your college journey and other helpful information at CollegeForYou.NJ.Gov.

#CollegeForYouNJ #GoToCollege

*Post with the following graphic (Facebook and Instagram sizes available):*

