

Social media tips

1. Follow CFWV on Facebook and Twitter!
 - www.facebook.com/collegefoundationofwv
 - www.twitter.com/cfwv
2. Invite your Facebook friends to attend College Bound Saturday...
 - Go to CFWV's Facebook page.
 - Click on "Events," then click on College Bound Saturday event.
 - Click "join" to tell your friends you'll be there (your RSVP will show up in your feed).
 - Then click "share" to send personal invitations to your Facebook friends!
3. Share and retweet CFWV's status messages about College Bound Saturday and FAFSA completion. Here are some tips:

"Liking" a Facebook status helps more people see the status — and sharing helps even more. So it's great to do both.

Unlike "liking" on Facebook, "favoriting" a Tweet really doesn't do much except save the Tweet for you to refer back to later. The best way to promote a Tweet is to retweet it!

It can also help to add your own note to the Tweet - because chances are, your followers will pay more attention to it then. Here's an example:

Original CFWV Tweet: College Bound Saturday is just 2 weeks away! Get free help filing the FAFSA. Details: <link>

Potential Retweet: I'm volunteering at RHS! RT @CFWV College Bound Saturday is just 2 weeks away! Get free help filing the FAFSA. Details: <link>

In the example above, "I'm volunteering at RHS!" is your personal note. "RT @CFWV" indicates the content to follow is a Retweet and gives the original source (CFWV).

4. Download the social media calendar and scripts and pass it along to partners you think might be willing to spread the word. This could include...
 - College or university communications staff members
 - College or university admissions and financial aid staff members
 - High school counselors
 - Media and communications teachers and students
 - Church groups
 - Civic organizations (libraries, rotary clubs, town or county groups)
 - Youth groups (e.g. 4-H, Hi-Y, Boy and Girl Scouts)
5. Use the hashtag! Hashtags alert people that your Tweets are referring to a shared experience or something big that is going on in their community. Our tag is simply #CollegeBoundWV.