

Higher Education Institutions Support for K12

Social Media Best Practices to Support K12 Schools

- Highlight your institution
- Show off mascot
- Social Media contests
- Twitter Q n A
- Promote CAEW-related school visits & virtual events
- Encourage applicants to make social media posts using event hashtags & @cfwv #WhyIChose (potentially related: aforementioned social media contests)
- College Colors
- Program and Major highlights
- Life on campus videos
- College Application Checklist - modeled after ACAC's https://equityinlearning.act.org/wp-content/uploads/2021/06/College-App-Checklist_FB.png

