



#CAStudentsSpeak

Social Media Toolkit

Updated 9/10/2020

Below are sample social media posts you may use to amplify CSAC's #CAStudentsSpeak campaign, as well as various graphics you may pair them with.

There are various ways to engage with the content:

- You may share out one or more of our sample posts below.
- You may share our CSAC COVID-19 Survey landing page, which currently hosts our #CAStudentsSpeak videos (*Difficulties of COVID-19* and *Role of Financial Aid in College Education*) as well as our social media **call to action**.
- Join the conversation and engage with our **call to action**.
 - **Call to action:** Help us spread the word by sharing our #CAStudentsSpeak posts on social media and by telling us what financial aid has meant to you and your college success. In your post, use the #CAStudentsSpeak.
- Share our videos directly from YouTube.
- Tag us on your #CAStudentsSpeak social media posts @CAStudentAid on Twitter and Instagram and @CalStudentAid on Facebook.

Sample Posts

Platform	Caption	Media
Twitter, Facebook	<p>“Our CA students are speaking out on what financial aid means to them and we need to listen. Their success represents the future of our state.</p> <p>Do you know of someone that can benefit from financial aid? Do not forget that FAFSA/CADAA applications open on October 1st.”</p>	<p>Link to the landing page where videos and social media call to action is hosted: https://www.csac.ca.gov/survey2020</p> <p>Link to videos: https://youtu.be/l1a7XfcQL44 https://youtu.be/AwkoEkaxzF4</p>

	<p>[LANDING PAGE LINK]</p> <p>@CAStudentAid #CAStudentsSpeak #HearTheStudents #CAHigherEd #CALeg</p>	
Twitter, Facebook	<p>“In these uncertain times, financial aid for students is more important than ever. Watch this video to hear what financial aid means to our students and do not forget that FAFSA/CADAA applications open on October 1st.”</p> <p>[LINK TO VIDEO]</p> <p>@CAStudentAid #CAStudentsSpeak #HearTheStudents #CAHigherEd #CALeg</p>	<p>Link to the landing page where videos and social media call to action is hosted: https://www.csac.ca.gov/survey2020</p> <p>Link to videos: https://youtu.be/l1a7XfcQL44 https://youtu.be/AwkoEkaxzF4</p>
Twitter, Facebook	<p>“Our student, STUDENT NAME, from SCHOOL NAME, spoke to the @CalStudentAid to share what financial aid has meant to them. We need to listen to our students now more than ever. Their success represents the success of our state.” [LINK TO VIDEO or STUDENT HEADSHOT GRAPHIC] @CAStudentAid #CAStudentsSpeak #HearTheStudents #CAHigherEd #CALeg</p>	<p>Link to the landing page where videos and social media call to action is hosted: https://www.csac.ca.gov/survey2020</p> <p>Link to videos: https://youtu.be/l1a7XfcQL44 https://youtu.be/AwkoEkaxzF4</p> <p>STUDENT HEADSHOT GRAPHIC BELOW</p>
Twitter, Facebook,	<p>#CAStudentsSpeak about their financial aid and what it means to them, particularly during these difficult times. #HearTheStudents [LINK TO LANDING PAGE] @CAStudentAid #CAHigherEd #CALeg</p>	<p>Link to landing page where videos and social media call to action is hosted: https://www.csac.ca.gov/survey2020</p> <p>Link to videos: https://youtu.be/l1a7XfcQL44 https://youtu.be/AwkoEkaxzF4</p>
Instagram	<p>Watch the #CAStudentsSpeak video linked in the bio to hear our students share what their financial aid has meant to them during these difficult times.</p>	<p>Add one or two of the video links to your bio or link tree: https://youtu.be/l1a7XfcQL44 https://youtu.be/AwkoEkaxzF4</p>

	<p>Do you know of someone that can benefit from financial aid? Applications for FAFSA/CADAA open up on October 1st”</p> <p>#HearTheStudents @CAStudentAid #CAHigherEd #CALeg</p>	
Instagram	<p>“Our student, STUDENT NAME, from SCHOOL NAME, spoke to @CAStudentAid to share what financial aid has meant to them. Watch their #CAStudentsSpeak IGTV video on @CAStudentAid’s platform. #HearTheStudents #CAHigherEd #CALeg</p>	<p>Post a student headshot graphic: SEE BELOW</p> <p>Route people to our #CAStudentsSpeak IGTV Series</p>

Student Headshot Graphics

Zenaida Huerta: Claremont McKenna College



Ky Mazyck-Holmes: Cosumnes River College



Leslie Madrigal: California Lutheran University



Ebelechukwu Veronica Eseka: UC Santa Barbara



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Jose Gallegos: Sacramento State



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