

## Social Media Planning for GEAR UP Events

*All events should have a social media campaign that starts before the event, when you promote the event. Create a post for Facebook, Twitter, Instagram, Snapchat or another platform that your group believes will effectively reach, engage, and get your audience to show up.*

### **#1 Financial Aid Information Night for Parents**

Next Friday, you are hosting a beginner level parent financial aid night at 6:00 in your school's cafeteria. This will be one of the first parent activities you have hosted this year. You will be offering light snacks and will not require an RSVP to attend.

### **#2 Campus Visit to University of Kansas**

Next month, your program will be taking a busload of students on a campus visit to The University of Kansas! You have two weeks to recruit students before you must submit your final list of attendees. On the visit, your students will tour the campus, see the dorms, eat in a dining hall, and attend presentations by KU Admissions, KU Financial Aid, and the Office for Multicultural Affairs.

### **#3 Reminder for ACT Practice Test**

This Saturday at 9:00 AM, you will be hosting an ACT Practice Test for a group of 30 students at your school. Participation in this practice test will allow your students to attend a free weeklong ACT Prep Camp during the summer with the goal of raising their scores. As such, there is limited space and students must provide a firm commitment to attend before this upcoming Thursday.

### **#4 Afterschool Speaker: Carlos Ojeda Jr. of CoolSpeak**

This Wednesday, your program will be bringing motivational speaker Carlos Ojeda Jr. of CoolSpeak in to speak to families and students about how to foster success and empowerment in school. Doors will open at 5:30 and the event will start at 6:00. A bake sale will be run by a community service oriented group in your school before the event starts. All members of a student's family are welcome and RSVP is not required.