



# Social Media Posts for School Counselors

Use the messages included to share news about MEFA events and resources with your students and families over Facebook, Twitter, Instagram, email, and your school's website. Each message references the appropriate corresponding graphic.

*mefa*<sup>®</sup>

# MEFA'S SOCIAL MEDIA PARTICIPATION POLICY

The Massachusetts Educational Financing Authority (MEFA) is active on many social media platforms, including [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#). We encourage all community partners to follow our official accounts and engage with our content.

MEFA further encourages our community partners to share MEFA's content as a way to extend the education needed for the students and families they support. We have created a Social Media Toolkit with suggested text and imagery to make it easy to share news about MEFA events and resources.

Those who promote MEFA's offerings on social media should recognize that posts that originate outside of MEFA do not directly represent or speak for MEFA. We expect that any community partner participating with MEFA on social media will follow [MEFA's Social Media Policy](#).

We kindly request that community partners do not use personal social media pages to respond to comments directed at MEFA. Any community partners who feel they have received commentary that should be addressed should alert [MEFA's Social Media Team](#).

# FINANCIAL AID 101 WEBINARS

## Facebook

*Please note: When posting on Facebook, copy the text below into the text box and place your cursor in “@mefaMA.” You’ll see MEFA’s logo/profile pop up as an option. Select it, and it will tag MEFA’s Facebook page within the post text. Be sure to erase any extra letters that may appear once you have selected MEFA. Once you do this, you can post.*

*(Use with Graphic #1) Have questions about financial aid? The trusted experts at @mefaMA are hosting FREE financial aid webinars. Register at <https://bit.ly/3eaiKwD>.*

*(Use with Graphic #2) Do you have questions about financial aid? The trusted experts at @mefaMA have a free, on-demand webinar to answer all of your questions. Watch it anytime at <https://bit.ly/3AAaQEd>.*

## Instagram

*(Use with Graphic #1) Have questions about financial aid? The trusted experts at @mefa\_ma are hosting FREE financial aid webinars. RSVP at <https://bit.ly/3eaiKwD>.*

*(Use with Graphic #2) If you have questions about financial aid, the trusted experts at @mefa\_ma have created a free, on-demand webinar to provide you answers. Watch it anytime at <https://bit.ly/3AAaQEd>.*

## Twitter

*(Use with Graphic #1) Have questions about financial aid? The trusted experts at @MEFAtweets are hosting FREE financial aid webinars. Register at <https://bit.ly/3eaiKwD>.*

*(Use with Graphic #2) Do you have questions about financial aid? The trusted experts at @MEFAtweets have a free, on-demand webinar to answer all of your questions. Watch it anytime at <https://bit.ly/3AAaQEd>.*

## Email/Website

*(Use with Graphics #1 and #2) Need to learn about financial aid? The trusted experts at MEFA are hosting FREE webinars to help. Register at <https://bit.ly/3eaiKwD>, or watch the on-demand recording anytime at <https://bit.ly/3AAaQEd>.*

# COLLEGE ADMISSIONS WEBINARS

## Facebook

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*(Use with Graphic #5) Did you know you can get college admissions guidance for FREE from our friends at @mefaMA? Register for a college admissions webinar today to learn & ask questions at <https://bit.ly/3Cya390>.*

*(Use with Graphic #6) Did you know you can get college admissions guidance for FREE? Our friends at @mefaMA are offering an on-demand college admissions webinar. Watch it anytime at <https://bit.ly/3SBcYTr>.*

## Instagram

*(Use with Graphic #5) Get college admissions guidance for FREE from our friends at @mefa\_ma in a live webinar at <https://bit.ly/3Cya390>.*

*(Use with Graphic #6) Did you know you can get FREE college admissions guidance from our friends at @mefa\_ma? Watch their college admissions webinar anytime at <https://bit.ly/3SBcYTr>.*

## Twitter

*(Use with Graphic #5) Did you know you can get college admissions guidance for FREE? Our friends at @MEFAtweets are offering webinars so you can learn and ask questions. Register now at <https://bit.ly/3Cya390>.*

*(Use with Graphic #6) Did you know you can get college admissions guidance for FREE? Our friends at @MEFAtweets are offering an on-demand college admissions webinar. Watch it anytime at <https://bit.ly/3SBcYTr>.*

## Email/Website

*(Use with Graphics #3 and #6) Hey families! Did you know you can get college admissions guidance for FREE? Our friends at MEFA are experts and are offering webinars for you to learn about the process and to ask the experts questions. Register for an upcoming webinar today at <https://bit.ly/3Cya390> or watch the on-demand webinar anytime at <https://bit.ly/3SBcYTr>.*

# UNDERSTANDING FINANCIAL AID OFFERS & PAYING THE COLLEGE BILL WEBINARS

## Facebook

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*(Use with Graphic #3) Understanding financial aid offers and paying for college can be overwhelming. So get guidance from an expert. @mefaMA is presenting free webinars with tips on how to understand offers and make a plan to pay. Register at <https://bit.ly/3fUxpg5>.*

*(Use with Graphic #4) Understanding financial aid offers and paying for college can be overwhelming. So get guidance from an expert. @mefaMA is offering a free, on-demand webinar with tips on how to understand offers and make a plan to pay. Watch anytime at <https://bit.ly/3r9LOHI>.*

## Instagram

*(Use with Graphic #3) Understanding financial aid offers and paying for college can be overwhelming. So get guidance from an expert. @mefa\_ma is presenting free webinars with tips on how to understand offers and make a plan to pay. Register at <https://bit.ly/3fUxpg5>.*

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## Twitter

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*(Use with Graphic #4) Understanding financial aid offers and paying for college can be overwhelming. So get guidance from an expert. @MEFAtweets is offering a free, on-demand webinar with tips on how to understand offers and make a plan to pay. Watch anytime at <https://bit.ly/3r9LOHI>.*

## Email/Website

*(Use with Graphics #2 and #5) Understanding financial aid offers and paying for college can be overwhelming. So get guidance from an expert. @MEFAtweets, a state entity that helps families plan, save, & pay for college, is presenting free webinars with tips on how to understand offers and make a plan to pay. Register at <https://bit.ly/3fUxpg5> or watch the on-demand webinar anytime at <https://bit.ly/3r9LOHI>.*

# SIGN UP FOR MEFA EMAILS

## Facebook

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*(Use with Graphic #7) Would you like to receive emails with helpful and timely college planning tips to keep you on track? @mefaMA provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at <https://bit.ly/3re7T8c>.*

## Twitter

*(Use with Graphic #7) Would you like to receive emails with helpful and timely college planning tips to keep you on track? @mefatweets provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at <https://bit.ly/3re7T8c>.*

## Instagram

*(Use with Graphic #7) Would you like to receive emails with helpful and timely college planning tips to keep you on track? @mefa\_ma provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at <https://bit.ly/3re7T8c>.*

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