



USING SOCIAL MEDIA TO COMMUNICATE WITH FAMILIES

A MEFA INSTITUTE WEBINAR

- Why Participate in Social Media?
- Review of Social Media Platforms
- Resources and Support for Counselors
- What You Can Do Now?

- Role of School Counselor
 - Integral part of the college planning process
 - In a position to provide quality information to families
 - Key in spreading awareness of MEFA and other organizations' free services
- How Social Media Can Help
 - Wide reach
 - Easy to implement
 - Many options
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn

Why Participate in Social Media?

- Existing, captive audience
- It doesn't have to be complicated
- MEFA has the resources and support in place

Resources for School Counselors.

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FOR COUNSELORS

Resources for School Counselors

We provide free resources and training to help you, our school counselor colleagues, guide families through the college planning process and develop your skills professionally.



College Planning Guides

Our comprehensive guides provide links to a wide range of resources on specific college planning topics. You may share the guides in their entirety, or select certain pages.

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REVIEW OF SOCIAL MEDIA PLATFORMS



Facebook



Twitter



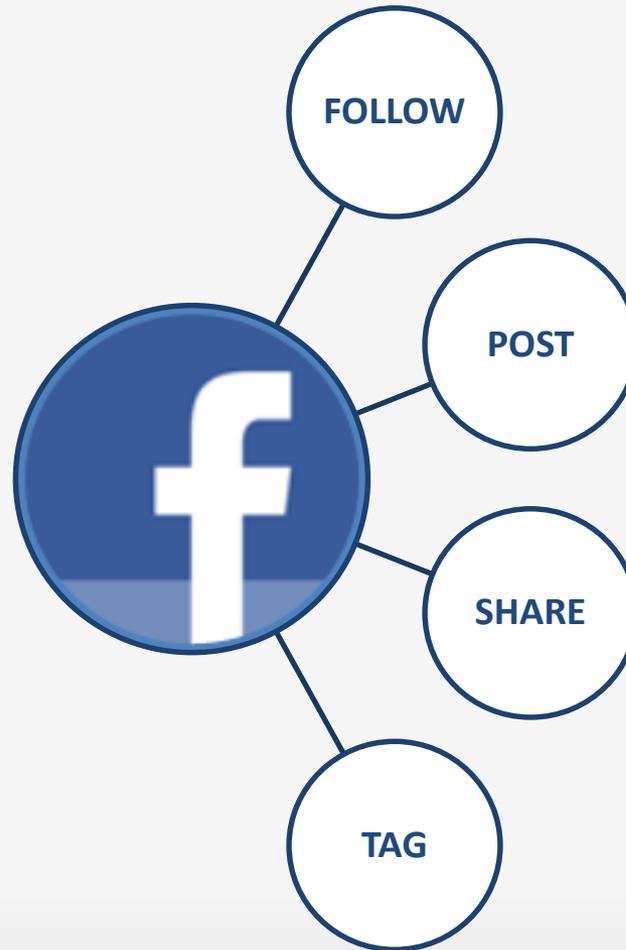
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Instagram



Facebook





Facebook

- Are you following MEFA?
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 - [facebook.com/mefaMA](https://www.facebook.com/mefaMA)

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For nearly 40 years, MEFA has been helping families plan, save, and pay for college. Learn more at mefa.org. Questions? collegeplanning@mefa.org

For 35 years, MEFA has been helping families plan, save, and pay for college. Learn more at mefa.org.

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<http://www.mefa.org/>

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Photo/video Check in Tag friends

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You can create a personal college savings strategy for your family with MEFA's College Planning Tool.

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You can create a personal college savings strategy for your f

90 SECONDS WITH

Follow Save Share Like as your Page Invite friends Block Page



Facebook

- Like/follow the Facebook pages of your most trusted organizations
 - Share content from your trusted organizations with your families
- Use posts that promote MEFA's offerings to help your families
 - MEFA creates sample posts that are provided to our school counselors to help promote MEFA's webinars
- TAG MEFA @MEFAMA on Facebook
- Share events from MEFA's Facebook page
- Like and share MEFA's posts that provide relevant guidance and events for your families
- Encourage your followers to engage with MEFA and other trusted organizations on Facebook



Facebook

Murdock High School
Oct 13, 2021 · 🌐

Parents - October marks the start of the college financial season. Paying for college can be daunting, but there are a lot of resources to help you out. [MEFA](#) has a series of webinars that you can watch from home to get an explanation of the process. Visit at [mefa.org](#) to learn more. To find out more about the FAFSA, check out the latest episode of Blue Devil Weekly.



youtube.com
Blue Devil Weekly - October 8, 2021

Alicen Adams, Empowered Academic Success
2d · 🌐

Have questions about financial aid? The trusted experts at [MEFA](#) are hosting FREE financial aid webinars. Register at <https://bit.ly/3eaiKwD>



REGISTER FOR A WEBINAR

FINANCIAL AID 101 *mefa*

Commonwealth Learning Center
3d · 🌐

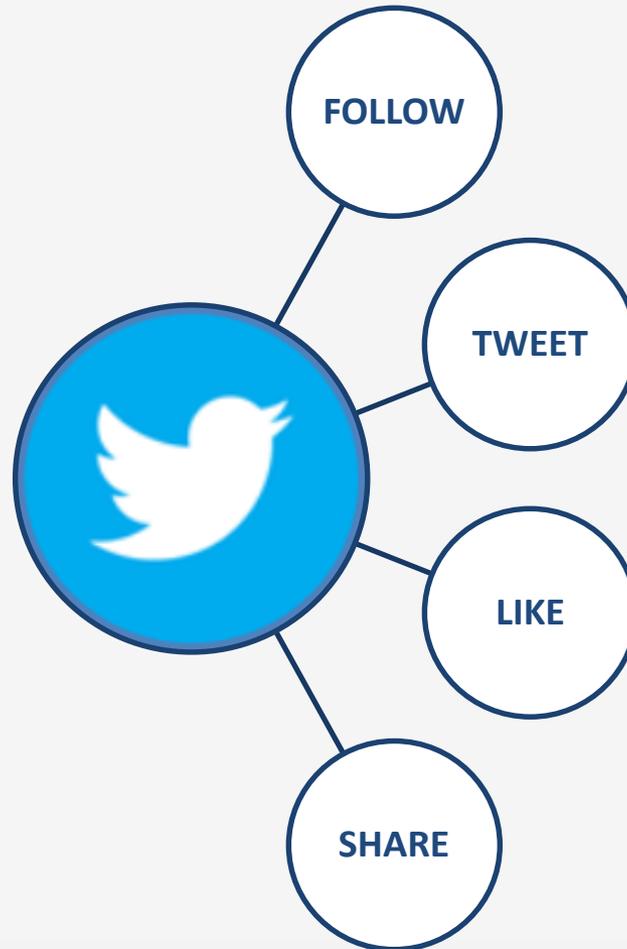
Finding the right college takes time and effort—and for students who learn differently that search involves seeking out the academic accommodations they need to succeed. [MEFA](#) recently presented a webinar on three MA college programs that provide additional academic support for students with learning difference while they're enrolled in a traditional college curriculum. Check it out via the link below!



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3 College Programs in Massachusetts for Students with Disabilities



Twitter





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At MEFA we help students and families plan for college and reach financial goals.
College Planning: collegeplanning@mefa.org

Non-Governmental & Nonprofit Organization ⓘ Massachusetts
mefa.org 📅 Joined October 2009

2,817 Following 3,979 Followers

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You can create a personal college savings strategy for your family with MEFA's College Planning Tool.



Twitter

 **MEFA** @MEFAtweets · Sep 21

Tomorrow, we'll be joined by Amy Staffier, Director of Financial Aid at @SimmonsUniv, who will give an overview of the #FAFSA. Register now bit.ly/3UoNiLw

mefa WEBINAR

UNDERSTANDING THE FAFSA

 THURSDAY
SEPTEMBER 22 | 12 PM

- A detailed overview of the Free Application for Federal Student Aid (FAFSA)
- Step-by-Step instructions on completing the FAFSA
- Helpful tips on answering questions correctly

0:01 | 75 views  mefa.org

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Quote Tweet

Retweet

Like

Share (email, direct message, copy link)



Twitter

- Do you tweet?

 **NNHS College&Career** @NewtonNHSCandCC · Sep 1

Have questions about financial aid? The trusted experts at @MEFAtweets are hosting FREE financial aid webinars. Register at bit.ly/3eaiKwD.



mefa.org
Financial Aid 101
This webinar will provide information and clarity on the entire college financial aid application process. You'll learn about financial aid ...

 **BPUSFS** @BPUSFS · Sep 15

Are you still confused about how financial aid works? Our friends @MEFAtweets are holding a few webinars to help you understand the process. Get more information by clicking the tweet below.

 **MEFA** @MEFAtweets · Sep 14

Our Financial Aid 101 Webinar will help students and families understand the entire financial aid application process. Find a webinar that fits your schedule: bit.ly/3eTiouN



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WEBINAR SERIES
FINANCIAL AID 101

LEARN ABOUT:

- FINANCIAL AID APPLICATIONS
- TYPES OF FINANCIAL AID
- FACTORS THAT DETERMINE ELIGIBILITY
- HOW THE AMOUNT OF AID IS DETERMINED
- DETAILS OF FINANCIAL AID OFFERS

 **PSHS Guidance** @PSHSGuidance · Sep 21

@MEFAtweets will be hosting multiple Financial Aid 101 webinars for families to attend. Information and registration available at

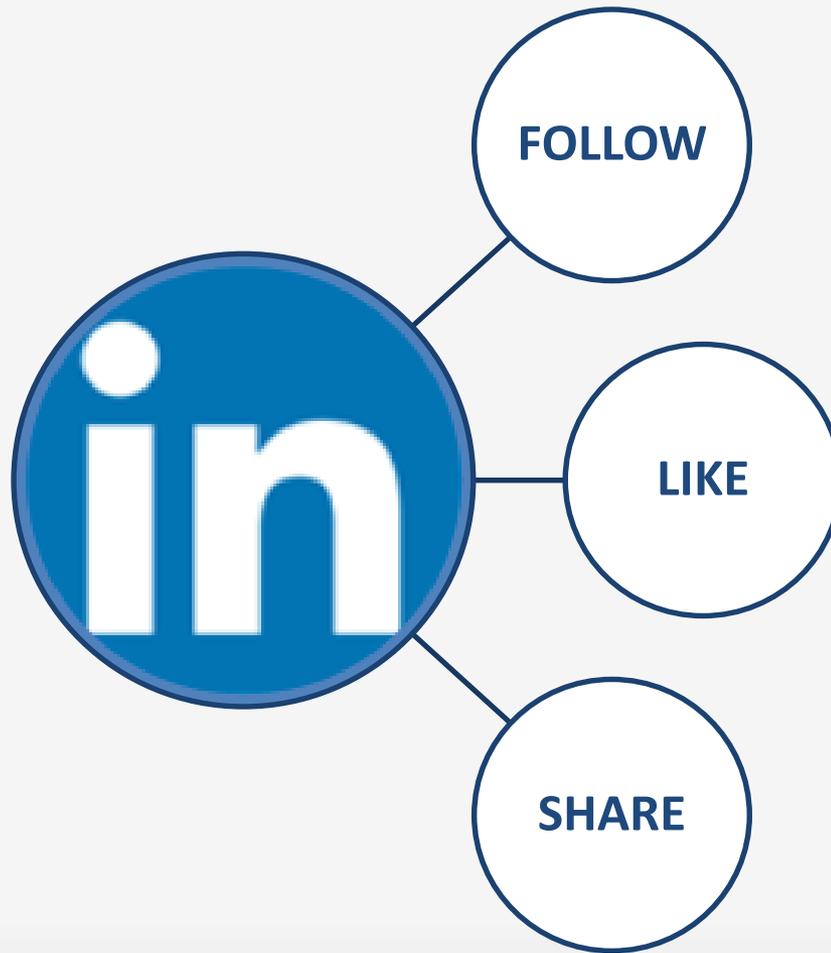


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Financial Aid 101
This webinar will provide information and clarity on the entire college financial aid application process. You'll learn about financial aid ...

   1 



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MEFA
MEFA. The authority you can trust to be on your side to help you plan for college and reach financial goals.
Financial Services · Boston, MA · 1,150 followers

 Lauren & 24 other connections work here · 97 employees

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About

MEFA – the Massachusetts Educational Financing Authority – helps families plan, save, and pay for college and reach financial goals through community education programs, college savings plans, and low-cost college financing options. We are a not-for-profit self-financing state authority and were created in 1982 by the state legislature at th... [see more](#)

[See all details](#)

Recently posted videos

 Create a personal college savings strategy with MEFA's College Planning Tool.



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Follow the MEFA Podcast and hear conversations with the experts in planning, saving, and paying for college. <https://lnkd.in/eiGJzri>



The
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Podcast

The MEFA Podcast
Ink.to • 1 min read

Lori Seuch and 2 others

The image shows a LinkedIn post from the 'mefa' organization. The post features a large blue graphic with the text 'The mefa Podcast' in white. The 'mefa' part is in a stylized, italicized font with a registered trademark symbol. Below the graphic, there is a caption 'The MEFA Podcast' and a link 'Ink.to • 1 min read'. At the bottom, it shows that the post was shared by 'Lori Seuch and 2 others'. The top of the post shows the profile name 'mefa', the number of followers '1,150 followers', and the time '2w' (two weeks ago).



LinkedIn

The MEFA Institute: A Deep Dive into the CSS Profile
Event by MEFA

📅 Thu, Sep 29, 2022, 8:00 AM - 9:00 AM (your local time) Add to calendar ▾

🖥️ Online

🔗 Event link · https://mefa-org.zoom.us/webinar/register/WN_aUGnrz3HT1aXQZd0G4ErfA

👤 1 attendee

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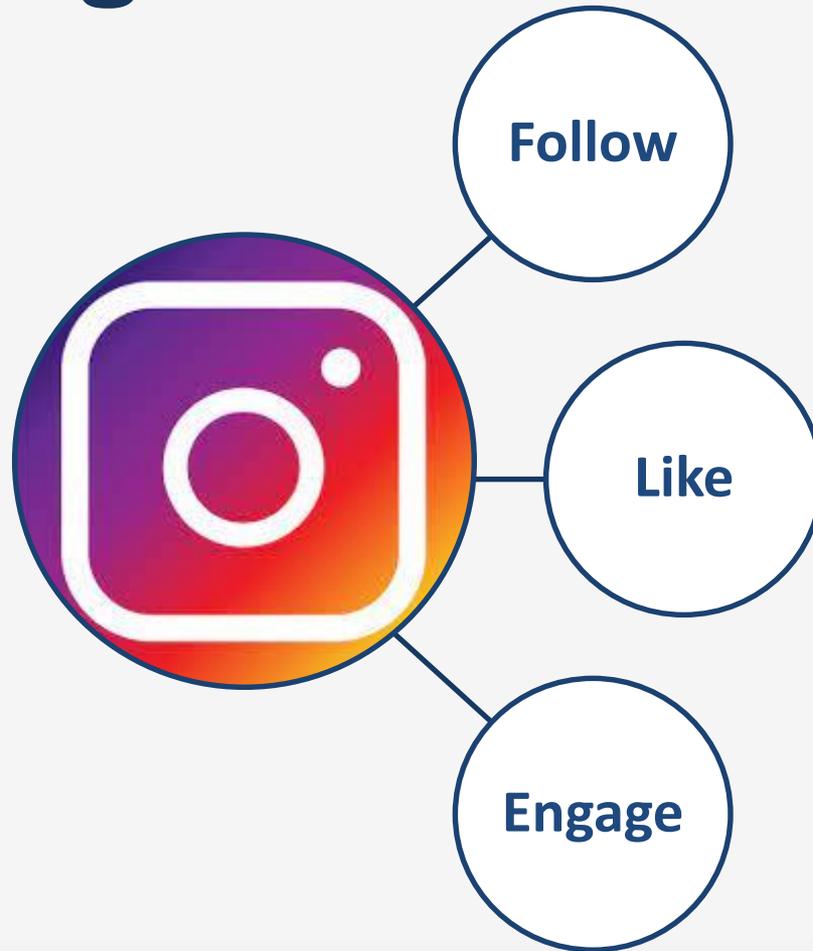
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Questions? collegeplanning@mefa.org
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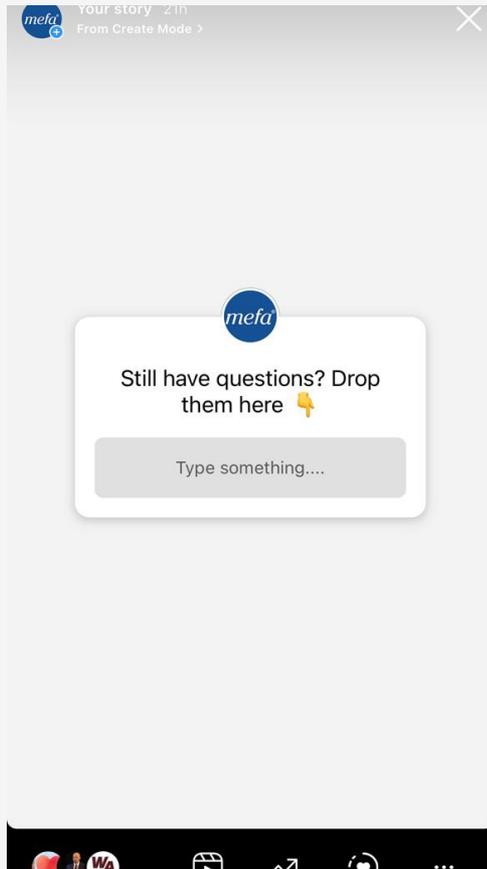
BabySteps Savings Plan PAY FOR COLLEGE SAVE FOR COLLEGE ABOUT MEFA HOW TO PAY FOR COLLEGE

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Instagram





Instagram



What's Next?

- For Discussion:
 - How are you communicating with your families?
 - How are your families consuming their information?
 - How can MEFA help you help your families?
- What can you do now?

Questions?

mefa.org
(800) 449-MEFA (6332)
collegeplanning@mefa.org

