

*mefa*<sup>®</sup>

# USING SOCIAL MEDIA TO COMMUNICATE WITH FAMILIES

A MEFA INSTITUTE WEBINAR



beaf house

# Agenda

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

# Why Participate in Social Media?

## 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
  - 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

# Review of Social Media Platforms

# Review of Social Media Platforms



Facebook



Twitter

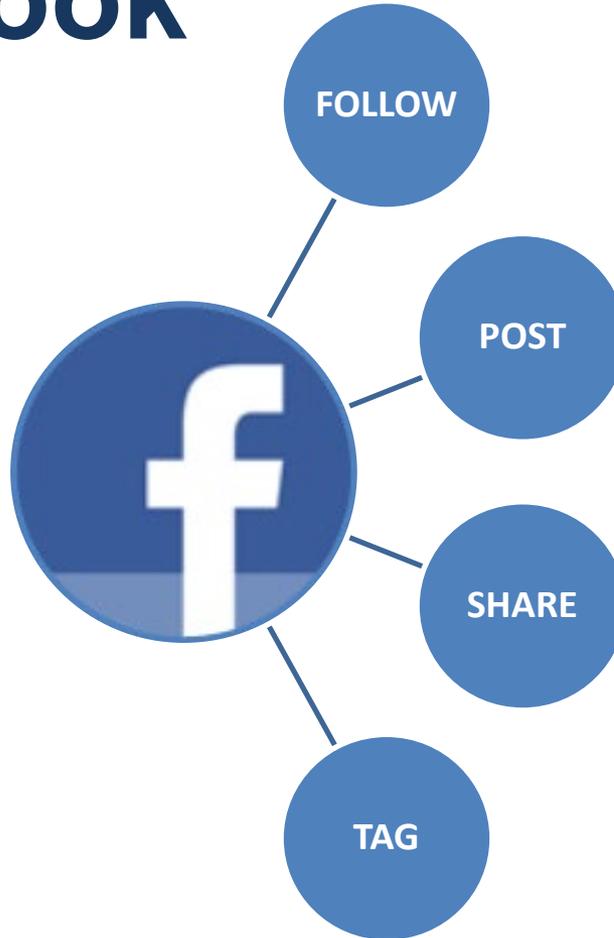


LinkedIn

Facebook



# Facebook



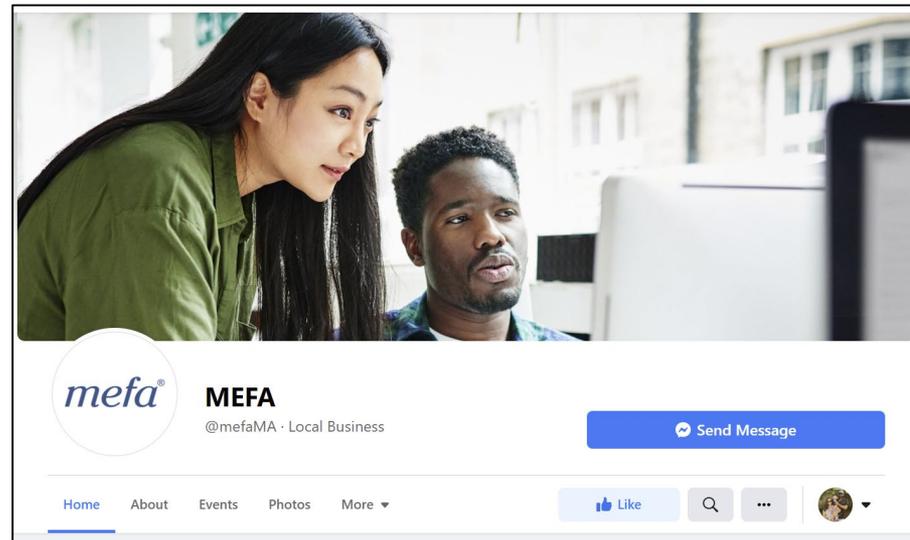
# Facebook - Follow



Are you following MEFA?

Like MEFA's Facebook Page

[facebook.com/mefaMA](https://facebook.com/mefaMA)



# Facebook - Follow



# Facebook

The image is a screenshot of the MEFA Facebook page. At the top, there is a cover photo of a woman and a man looking at a computer screen. Below the cover photo is the profile information for MEFA, including the logo, name, and handle @mefaMA. A blue 'Send Message' button is visible. The navigation bar includes 'Home', 'About', 'Events', 'Photos', and 'More'. The 'About' section is expanded, showing the address (60 State Street, 9th Floor Boston, MA 02110) and a description of the organization's mission. A post from MEFA is partially visible, and a blue arrow points to the 'Follow' button in the interaction menu.

**mefa** **MEFA**  
@mefaMA · Local Business

Send Message

Home About Events Photos More

Like

**About** See All

60 State Street, 9th Floor Boston, MA 02110

For 35 years, MEFA has been helping families plan, save, and pay for college. Learn more at [mefa.org](http://mefa.org).

38,312 people like this including 31 of your friends

MEFA 23h ·

If you're all the e

- Follow
- Save
- Share
- Like as your Page
- Invite Friends
- Block Page

## Facebook - Engagement



# 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 - Engagement

**Anchor College Counseling**  
September 5 at 10:54 AM · 🌐

It's never too early to start planning, and to understand the process. Join [MEFAMA](#) next week to learn about the resources available to help families put a college savings plan in place: <https://bit.ly/3gTs5Ya>



Please join MEFA's  
Associate Director of College  
Planning and Content  
Jonathan Hughes  
for a  
**College Savings**  
webinar

Tuesday, September  
6:30 PM ET

Comment

**Lowell Catholic School Counseling**  
September 2 at 10:19 AM · 🌐

Financial aid, loans, payment plans...paying for college is an overwhelming process. We recommend these financing webinars, happening once per week from 9/21 to 11/18. Presented by the trusted experts at [MEFA](#). Free for all. Register at [mefa.org/events](https://mefa.org/events).



MEFA.ORG  
**MEFA Events**  
View the upcoming free informative college planning seminars, webinar...

5

**ABRHS Counseling Department**  
September 29, 2020 · 🌐

Looking for some help with filling out the FAFSA (financial aid application)? Check out this [MEFA](https://www.mefa.org/events/fafsa-day-ma-event) webinar: <https://www.mefa.org/events/fafsa-day-ma-event>



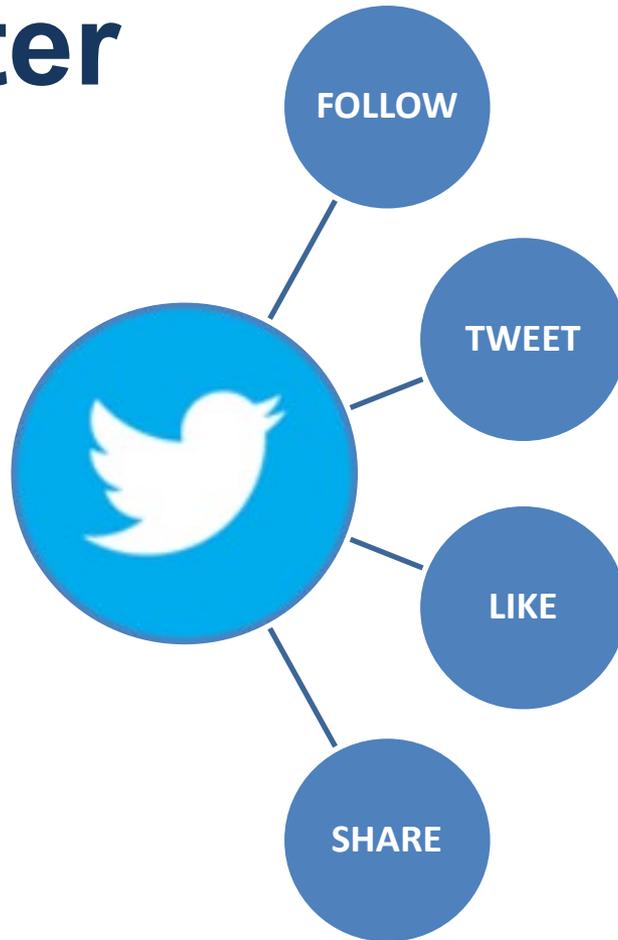
CNBC.COM  
**The FAFSA opens Oct 1—and it's more important than ever to complete it ASAP**

1

Like Comment Share



# Twitter



# Twitter - Follow



Are you following MEFA?  
@MEFAtweets

15.4K Tweets



**mefa**  
Massachusetts Educational  
Financing Authority

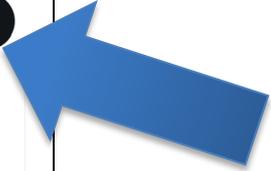
**MEFA**  
@MEFAtweets

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

📍 Massachusetts 🔗 mefa.org 📅 Joined October 2009

2,839 Following 3,938 Followers

Tweets    Tweets & replies    Media    Likes



# Twitter - Tweet



Do you tweet?

 **Stoughton Schools @StoughtonPS** · Apr 12

Collegebound SHS Seniors, you are invited to the FAFSA Festival, sponsored by @MEFAtweets (Massachusetts Educational Financing Authority) on Saturday, April 24, 2021 between 9am-5pm. More info is on the flyer and also here: [mefa.org/events/fafsa-f...](https://mefa.org/events/fafsa-f...) @Stoughton\_Guid



🗨️ ↻ 1 ❤️ 📤

 **Franklin HS Guidance @FHSGuid** · Mar 29

Received your #FinancialAidOffer and not sure what's next? @MEFAtweets can help. Register for an upcoming #Webinar for the next steps to making the #CollegeDecision



After the College Acceptance - MEFA  
Learn the steps to take once you've received your college acceptances and financial aid offers.  
[mefa.org](https://mefa.org)

🗨️ ↻ ❤️ 2 📤

# Twitter - Engagement



## Twitter

 **MEFA** @MEFAtweets · Aug 29

If you're thinking of borrowing a loan for college, make sure to understand all the details.



96 views 0:09 / 2:00

  2  2 

Quote Tweet

Retweet

Like

Share (email, direct message, copy link)

# Twitter - Engagement

**W. T. Woodson HS College & Career Center** @wtwcareerc... · Sep 6

Financial Aid in a nutshell 😊

**MEFA** @MEFAtweets · Sep 3

Find out about the types of financial aid for college students:



0:32 79 views

**Hopedale Guidance** @hhsguidancedept · Sep 2

Need to learn about financial aid? The experts at @MEFAtweets are hosting FREE college financing webinars once per week from 9/21 to 11/18. Register at [mefa.org/events](http://mefa.org/events).



**SeekonkGuidance** @GuidanceSeekonk · Sep 2

Calling all college-bound Seniors! Check out @MEFAtweets College Financing Workshops



**MEFA Events**  
View the upcoming free informative college planning seminars, webinars, and community events for students, families, and school ...  
[mefa.org](http://mefa.org)

**MinutemanHighSchool** @MinutemanHS · Sep 2

Here's a terrific FREE resource for our families: college financing webinars once per week from 9/21 until 11/18. Presented by trusted experts at @MEFAtweets and leaders from MA financial aid offices. Find info at [buff.ly/3jEX24c](http://buff.ly/3jEX24c)



**MEFA's Webinar Series on College Financing**  
Register for a live session today at [mefa.org/events](http://mefa.org/events)  
September 21<sup>st</sup> - November 18<sup>th</sup>  
Presented by MEFA College Planning Team members and guest financial aid experts from colleges in MA

**MEFA Events**  
View the upcoming free informative college planning seminars, webinars, and community events for students, families, and school ...  
[mefa.org](http://mefa.org)

**Bellingham School Counseling** @bhamcounseling · 1h

Mark your calendars! Next Thursday, September 16th, MEFA is holding a College Admissions Webinar! See link below to register!

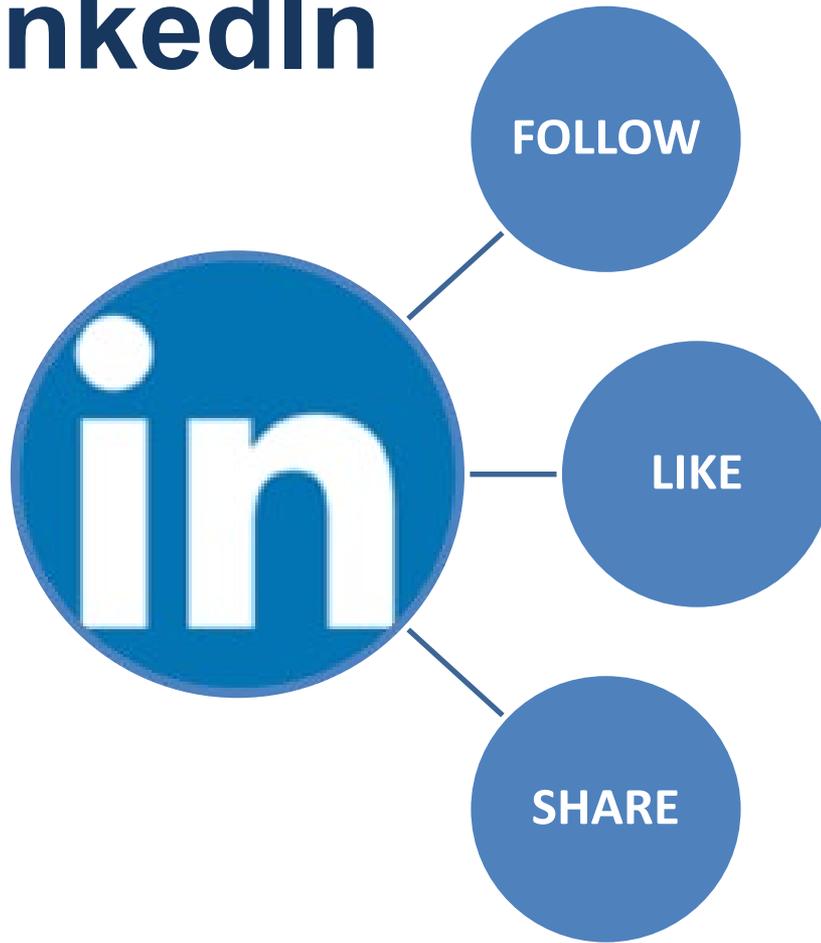
#MEFA #collegeadmissions #financialaid



**College Admissions**  
This webinar will help you establish a personalized admissions road map by addressing topics such as current trends in admissions, building a ...  
[mefa.org](http://mefa.org)



# LinkedIn





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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 · 1,077 followers

 Lori & 22 other connections work here · 133 employees

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# LinkedIn - Engagement

**MEFA**  
1,078 followers  
3w •

Find out how MEFA's College Planning Tool can help your family establish a college savings plan. <https://bit.ly/344BQeF>



90 Seconds with MEFA: College Planning Tool

5

Very useful... Well said... This is a... I wonder... Thanks for >

Like Comment Share Send



**MEFA Institute: Using Social Media to Communicate with Families**  
Event by MEFA

Online

Thu, Sep 9, 2021, 8:30 AM - 9:00 AM (your local time) Add to calendar ▾

Event link · [https://mefa-org.zoom.us/webinar/register/WN\\_LNde43pURCS2z9I8fNU9Ag](https://mefa-org.zoom.us/webinar/register/WN_LNde43pURCS2z9I8fNU9Ag)

 1 attendee

[Invite](#) [Share ▾](#) [More](#)

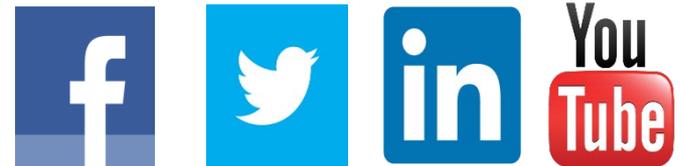
[Home](#) [Details](#) [Networking](#) [Analytics](#)

# 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?



Thank You

Questions?

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

