**Social Media Toolkit**

School counselors, use the messages below to share news about MEFA events and resources with your students and families over Facebook, Instagram, and X. Simply use your downloaded graphics and the corresponding suggested text when posting to social media. Remember to tag MEFA using the handles below when you post!

On Instagram: [@mefa\_ma](https://www.instagram.com/mefa_ma)

On Facebook: [@mefaMA](https://www.facebook.com/mefaMA)

On X: [@mefatweets](https://x.com/mefatweets)

In addition, MEFA is active across all its social media channels. We encourage you to re-share any of MEFA’s posts to your school’s account!

**MEFA Emails for Families**

***Suggested Text for Social Media Post:***

Would you like to receive emails with helpful and timely college planning tips to keep you on track? MEFA provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at [mefa.org/sign-up.](https://www.mefa.org/sign-up)

**MEFA Resource Center**

***Suggested Text for Social Media Post:***

MEFA has all the info you need on planning for college. Explore their Resource Center to access podcast episodes, videos, articles, webinars, and calculators. Get started at [mefa.org/resource-center](https://www.mefa.org/resource-center).

**MEFA Webinars**

***Suggested Text for Social Media Post:***

MEFA offers live webinars on saving, planning, and paying for college. View the list of upcoming webinars, or watch a recorded webinar, at [mefa.org/webinars](https://www.mefa.org/webinars).

**MEFA Timeline**

***Suggested Text for Social Media Post:***

From identifying potential schools to paying your first college bill, planning for college requires you to be organized. Follow MEFA’s checklist of college admissions and financial aid tasks to stay on track. View the checklist at [mefa.org/timeline](https://www.mefa.org/timeline).

**Financial Aid 101\***

***Suggested Text for Social Media Post:***

Have questions about financial aid? The trusted experts at MEFA are hosting free financial aid webinars this fall. Register at [bit.ly/4pqSIp5](http://bit.ly/4pqSIp5).

*\*Financial Aid 101 webinars scheduled for the 2025-26 academic year*