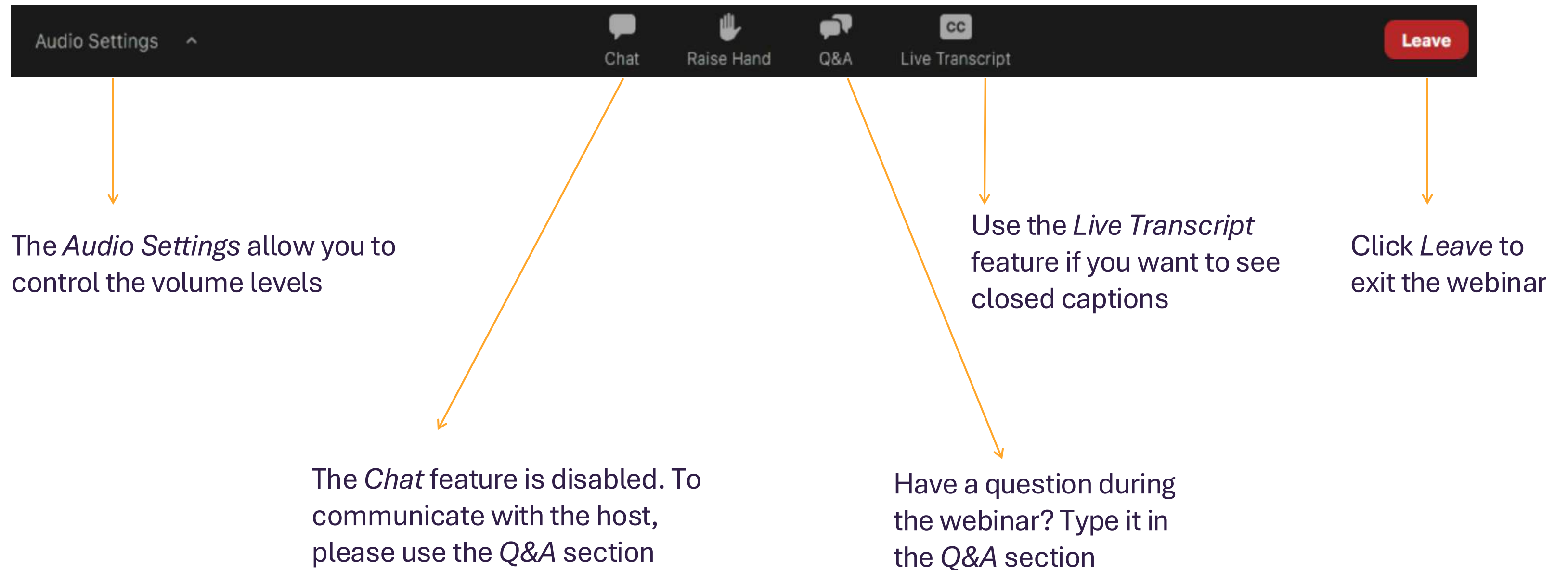


Social Media For School Counselors

How to Participate



About MEFA

State authority created by the Commonwealth of Massachusetts in 1982, helping families plan, save, and pay for college.



Your Presenters Today



Lauren Danz

Director of Creative at MEFA

Lauren joined the MEFA team in 2014 and currently serves as the Director of Creative. Lauren provides support with creating content for websites, emails, and social media, graphic design, podcasting, video production, and content management. She received a BA in English from Emmanuel College and a master's in Interactive Media & Communications from Quinnipiac University.



Sierra Archer

College Counselor at Salem Academy Charter School

Sierra Archer joined Salem Academy Charter School as a College Counselor in 2022. As part of her role, Sierra supports The College & Career Success Team with social media and website development. She earned both her Masters in Education and her Education Specialist degree in School Counseling from UMass Amherst in 2022.



Joy Jordan

Community Engagement Coordinator at Monomoy Regional School District

Joy Jordan is the Community Engagement Coordinator at Monomoy Regional School District. She is an experienced communications and publishing professional and community connector with varied skill set including excellent written and verbal communication, strong interpersonal relationships, marketing and public relations, social media, volunteer management, and more.

Webinar Topics

- Why Participate in Social Media?
- MEFA's Social Media Toolkit
- Review of Social Media Platforms
- Creating Your Own Content
- Educator Insights
- Next Steps

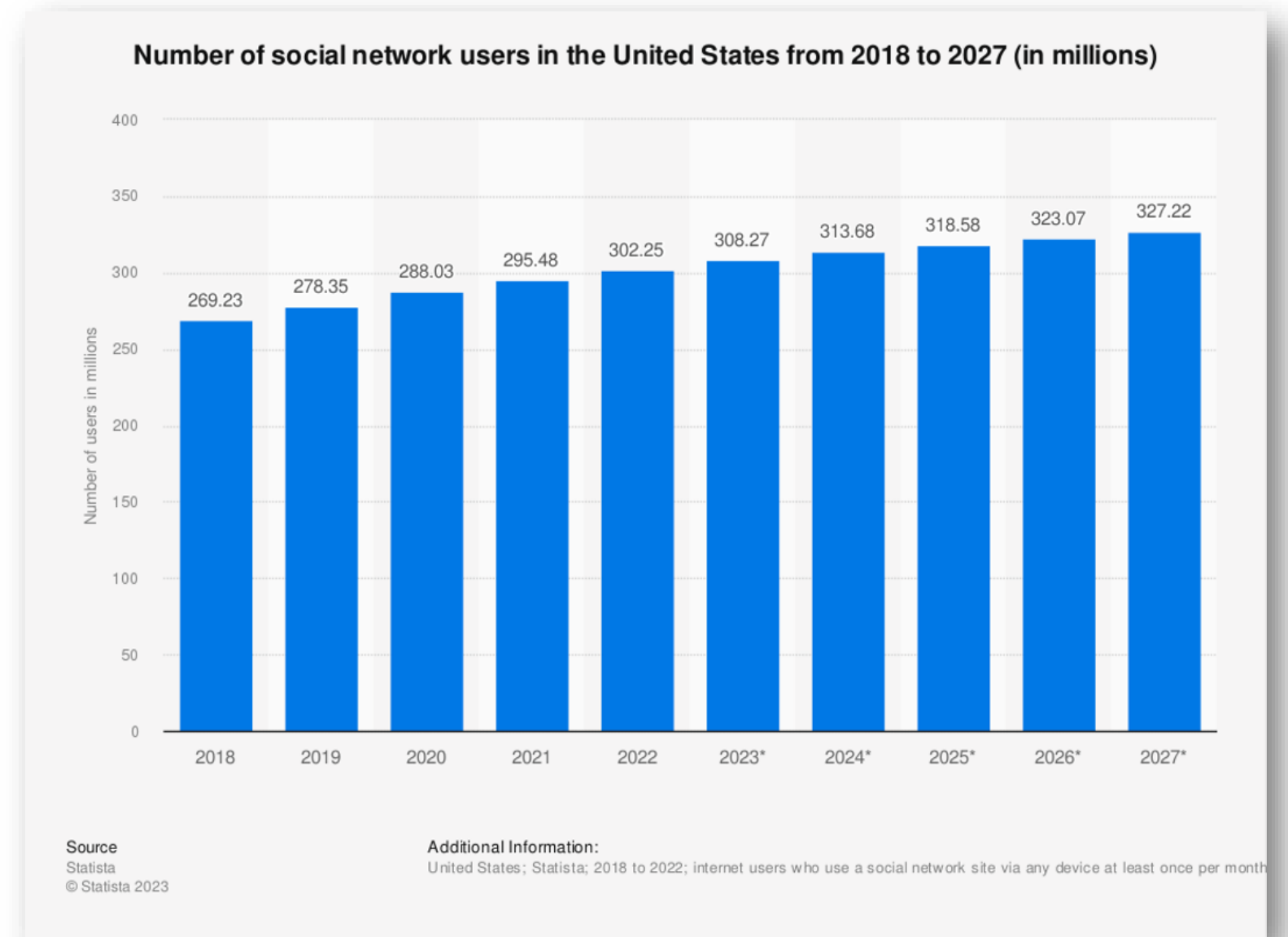




Why Participate in Social Media?

The Data

- 90% of Americans use social media
 - That's the same amount as use the internet
- 2.5 hours: Average time spent per day
- On average, Gen Z and millennials have 8.5 social media accounts per user
- 85% of consumers research purchase decisions on social media
- 80% of consumers make purchase decisions based on friends' social posts
- 200 million social media users visit at least one business profile every day



[US social media users source](#)

The Platforms

- Generation Alpha: These digital natives flock to YouTube (93%) and TikTok (85%), embracing quick, engaging video content that speaks their language.
- Generation Z: Visual storytelling rules their world, with Instagram (65%), YouTube (63%), and TikTok (58%) leading the pack. Nearly half (46%) use these platforms as their go-to search engines.

Social Usage By Platform:

Social Media Platform	Generation Alpha (2010–2024)	Generation Z (1997–2010)	Millennials (1981–1996)	Generation X (1965–1980)	Baby Boomers (1946–1964)
Facebook	40%	56%	68%	64%	50%
Instagram	75%	65%	60%	42%	20%
LinkedIn	8%	20%	48%	38%	15%
X (formerly Twitter)	12%	30%	35%	28%	10%
Pinterest	20%	48%	40%	30%	22%
Snapchat	70%	60%	30%	10%	2%
YouTube	93%	63%	85%	75%	60%
WhatsApp	10%	25%	42%	32%	20%
Reddit	35%	50%	32%	15%	5%
TikTok	85%	58%	50%	25%	8%

Source: Survey of U.S. adults conducted Dec. 16–31, 2024.



Social Media By Generation
COURTESY SOCIALLYN

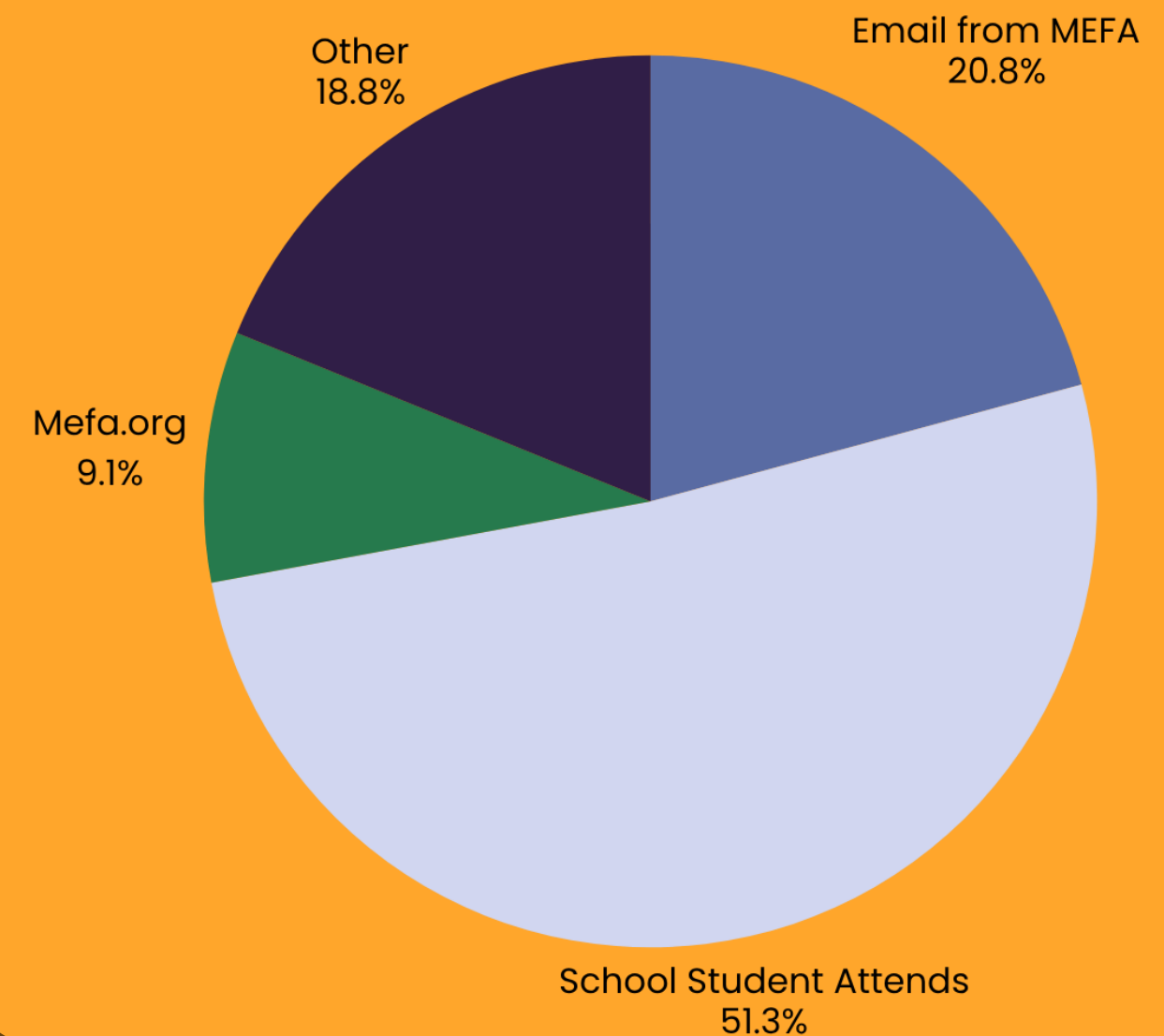
[Forbes.com](https://www.forbes.com)

Role of School Counselor

- School Counselors are:
 - 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
 - Existing, captive audience
 - It doesn't have to be complicated
 - Many options

Data from family webinars in October 2025

Data from MEFA webinar survey question asking, "How did you hear about this webinar?"





MEFA's Social Media Toolkit

MEFA's Social Media Toolkit

mefa.org/social-media-toolkit/

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 download the image and use the suggested text when posting to social media. Remember to tag MEFA using the handles below when you post!

On Instagram: [@mefa_ma](#)

On Facebook: [@mefaMA](#)

On X: [@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!

[Download All Graphics](#)



Resources in MEFA's Social Media Toolkit



Encourage families to sign up for MEFA emails, tailored to the age of each child



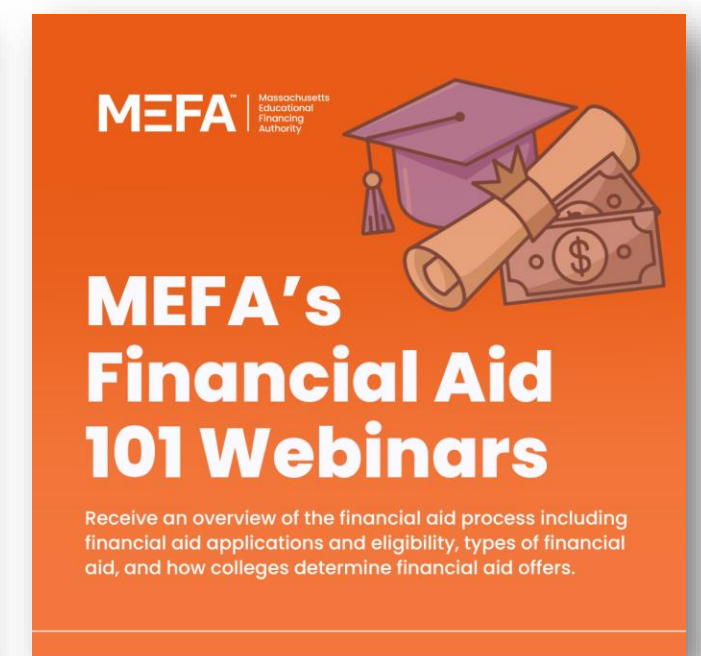
Encourage families to attend upcoming live webinars or watch recorded webinars on-demand



Encourage families to explore MEFA's resource center to access to access podcast episodes, videos, articles, webinars, and calculators.



Encourage families to view MEFA's checklist of college admissions and financial aid tasks to stay on track.



Encourage families to attend a free financial aid webinar

Using MEFA's Social Media Toolkit

STEP 1

Download the graphic

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.



Download for Instagram, Facebook, and X

STEP 2

Copy the text

MEFA Emails for Families

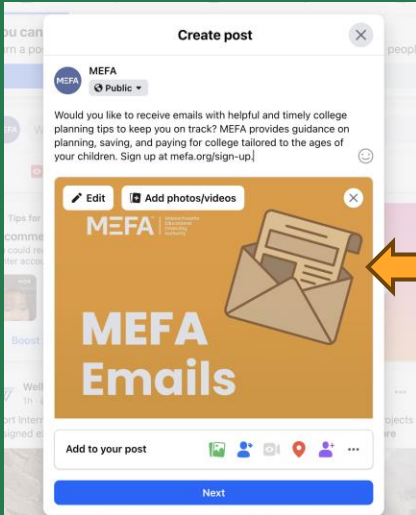
Suggested Text for Social Media Post:
Would you like to receive emails with helpful and timely college planning tips to keep you on track? MEFA provides guidance on planning, saving, and paying for college tailored to the ages of your children. Sign up at mefa.org/sign-up.



Download for Instagram, Facebook, and X

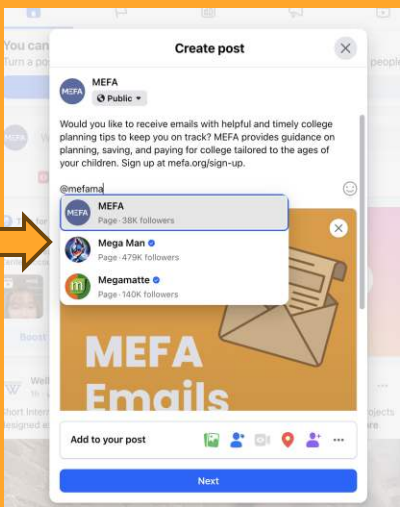
STEP 3

Paste the text and add the image to a social media platform



STEP 4

Tag MEFA in the post, and then publish!





Review of Social Media Platforms

Social Media Platform Overview

Facebook - Connecting family and friends.

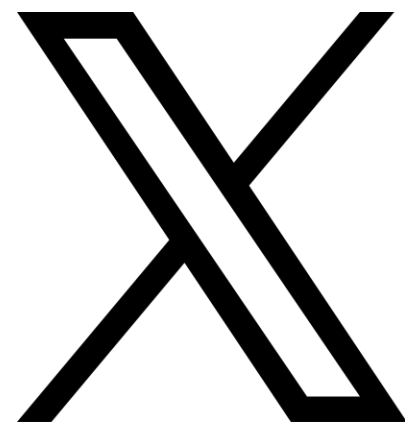
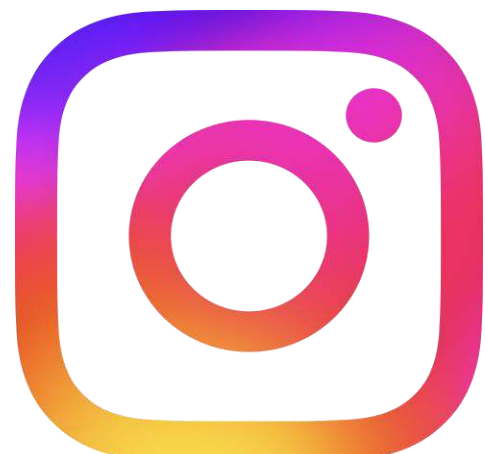
Instagram - See and share what you love.

X (Formerly Twitter) - It's what's happening.

LinkedIn - The hub of thought leadership.

YouTube - Qualified searches for what you offer.

Tik Tok - Inspire creativity and curiosity.



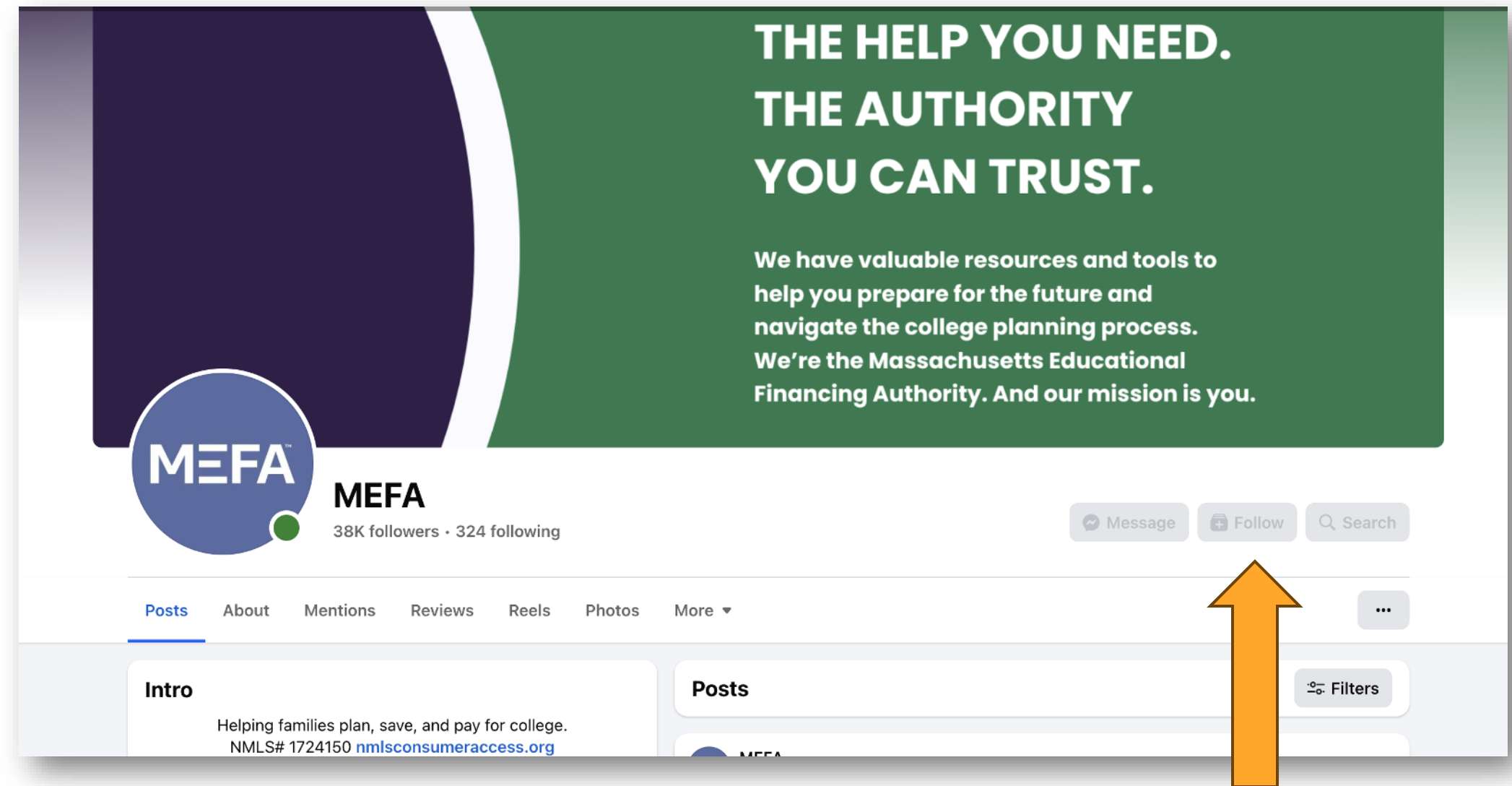
What does MEFA post on social media?

We use social media to share similar content as our website, but optimized for social media platforms. So what does that mean?

- We have articles – we break them down into quick carousels
- We have podcast episodes – we break them down into clips
- We have events – we promote registration
- We have videos – we reformat them for social media and add captions
 - We have started a "social first" strategy when it comes to some of our videos, meaning we create the videos with social in mind and then repurpose them for the website rather than the other way around

Facebook

- Follow MEFA's Facebook Page
- facebook.com/mefaMA



Facebook Post Example



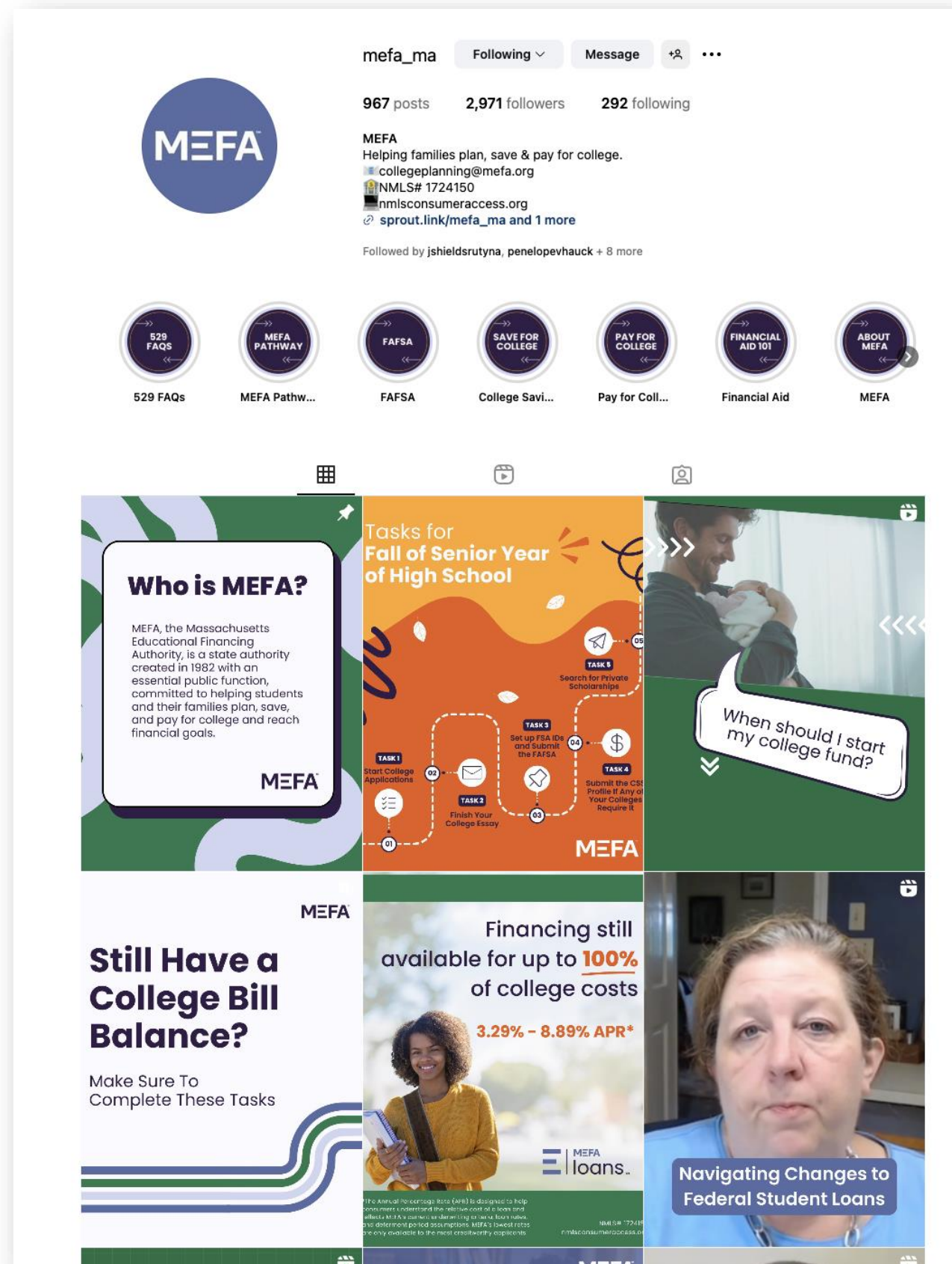
Like

Comment

Share (to your own profile or in a message)

Instagram

- Follow MEFA on Instagram
- @mefa_ma



Instagram Post Example



Instagram Reels

Instagram Reels are short, vertical videos that users can create and share on the platform using various creative tools like music and effects. Unlike Instagram Stories, Reels are permanent and can be shared with a wider audience through the Explore page, and they can also be saved or shared with followers.

Types of Reels MEFA Posts



In-the-moment interview style videos. [View example.](#)



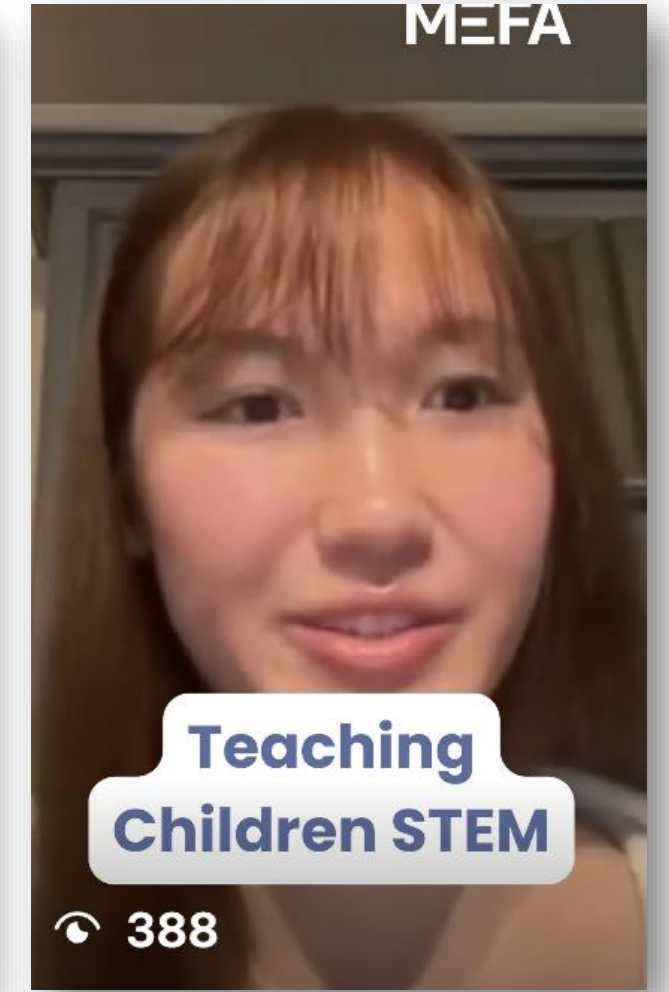
Text explainer videos with background videos and music. [View example](#)



Videos with one person talking directly to the camera about a specific subject. [View example](#)



Customer experiences and testimonials. [View example](#)



Clips from the MEFA Podcast interviews. [View example](#)

Instagram Stories

Instagram Stories are a feature that allows users to share photos, videos, and text that disappear after 24 hours. They are separate from your main profile grid and appear in a separate feed at the top of the app. Stories are a casual and authentic way to share updates.

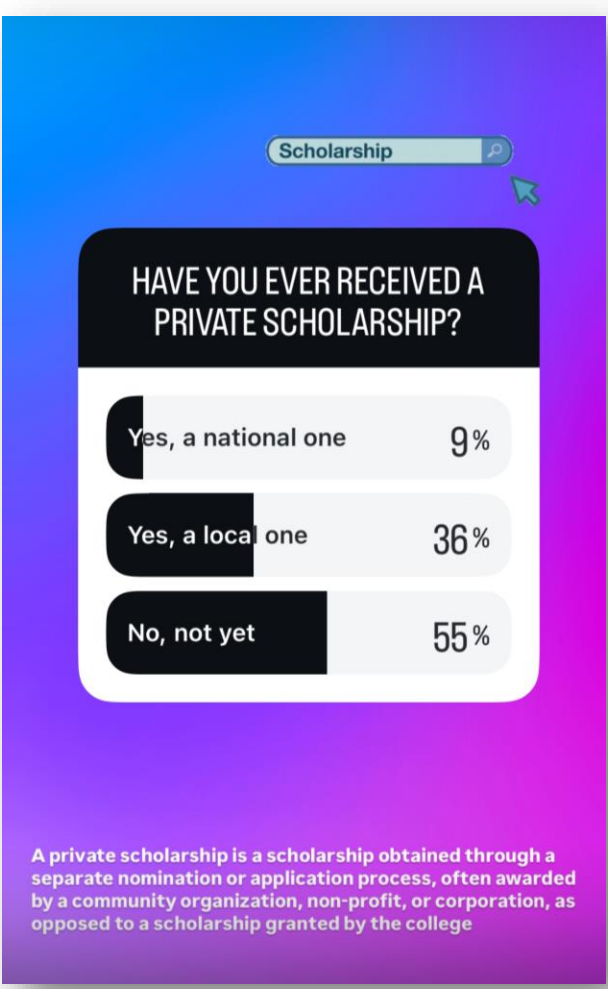
Types of Stories MEFA Posts



Reposts of content shared on our main feed, often with a link included



Reposts of content shared on other organizations main feed



Interactive polls



Question boxes promoting followers to share their questions with us



Answers to followers questions

X

- Follow MEFA on X
- [@MEFAtweets](https://twitter.com/MEFAtweets)

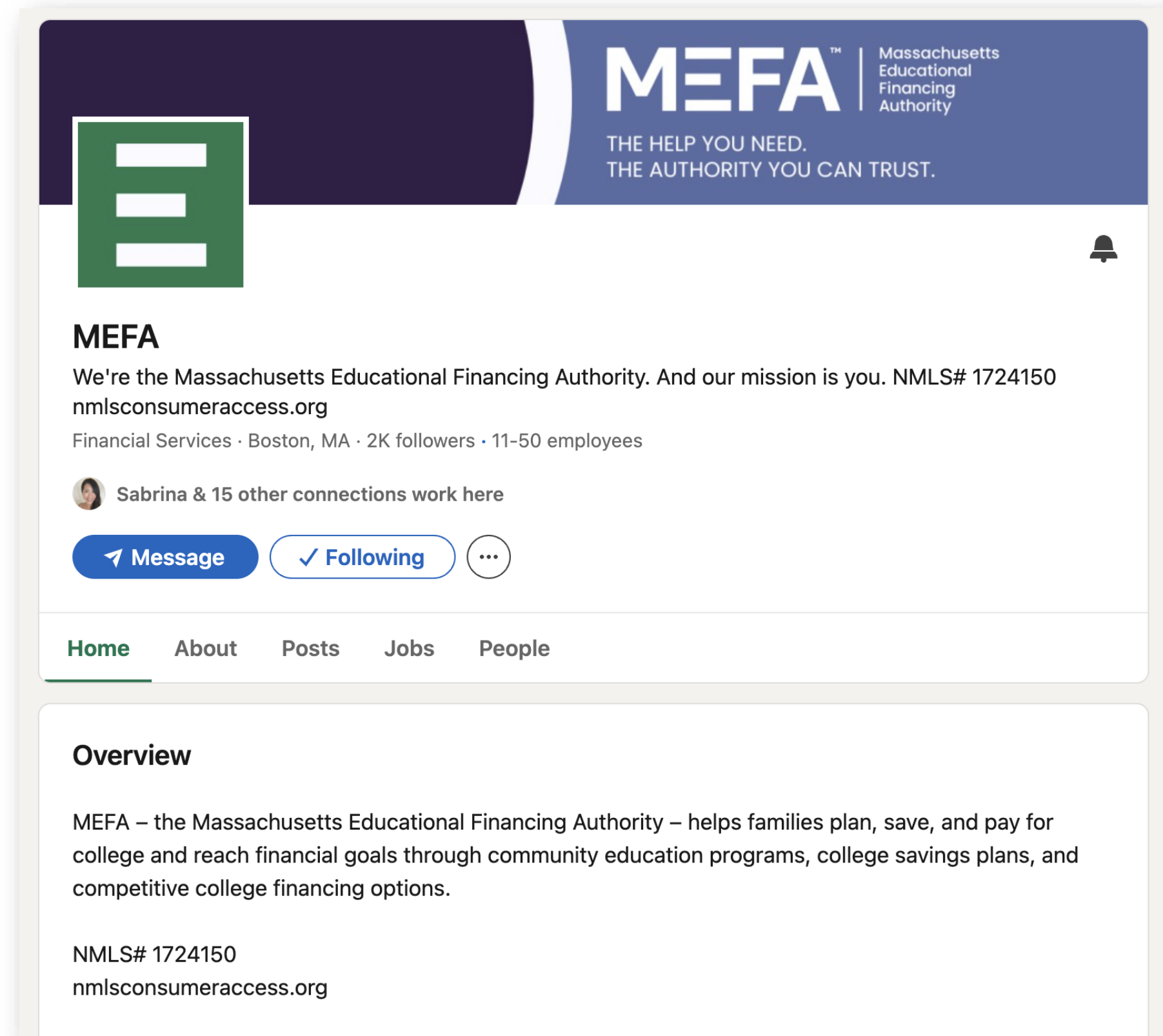


X Post Example



LinkedIn

- Follow MEFA's LinkedIn page
- @MEFA



The screenshot displays the LinkedIn profile for the Massachusetts Educational Financing Authority (MEFA). The header features the MEFA logo and tagline, "THE HELP YOU NEED. THE AUTHORITY YOU CAN TRUST." Below this is a green profile picture icon. The company name "MEFA" is prominently displayed, followed by a description: "We're the Massachusetts Educational Financing Authority. And our mission is you. NMLS# 1724150 nmlsconsumeraccess.org". It also lists "Financial Services · Boston, MA · 2K followers · 11-50 employees". A section indicates "Sabrina & 15 other connections work here". Action buttons for "Message" and "Following" are visible. A navigation bar includes "Home", "About", "Posts", "Jobs", and "People". The "Overview" section provides a detailed description of MEFA's mission: "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 competitive college financing options." It also repeats the NMLS# and website URL.

MEFA | Massachusetts Educational Financing Authority
THE HELP YOU NEED.
THE AUTHORITY YOU CAN TRUST.

MEFA
We're the Massachusetts Educational Financing Authority. And our mission is you. NMLS# 1724150
nmlsconsumeraccess.org
Financial Services · Boston, MA · 2K followers · 11-50 employees

Sabrina & 15 other connections work here

Message Following ...

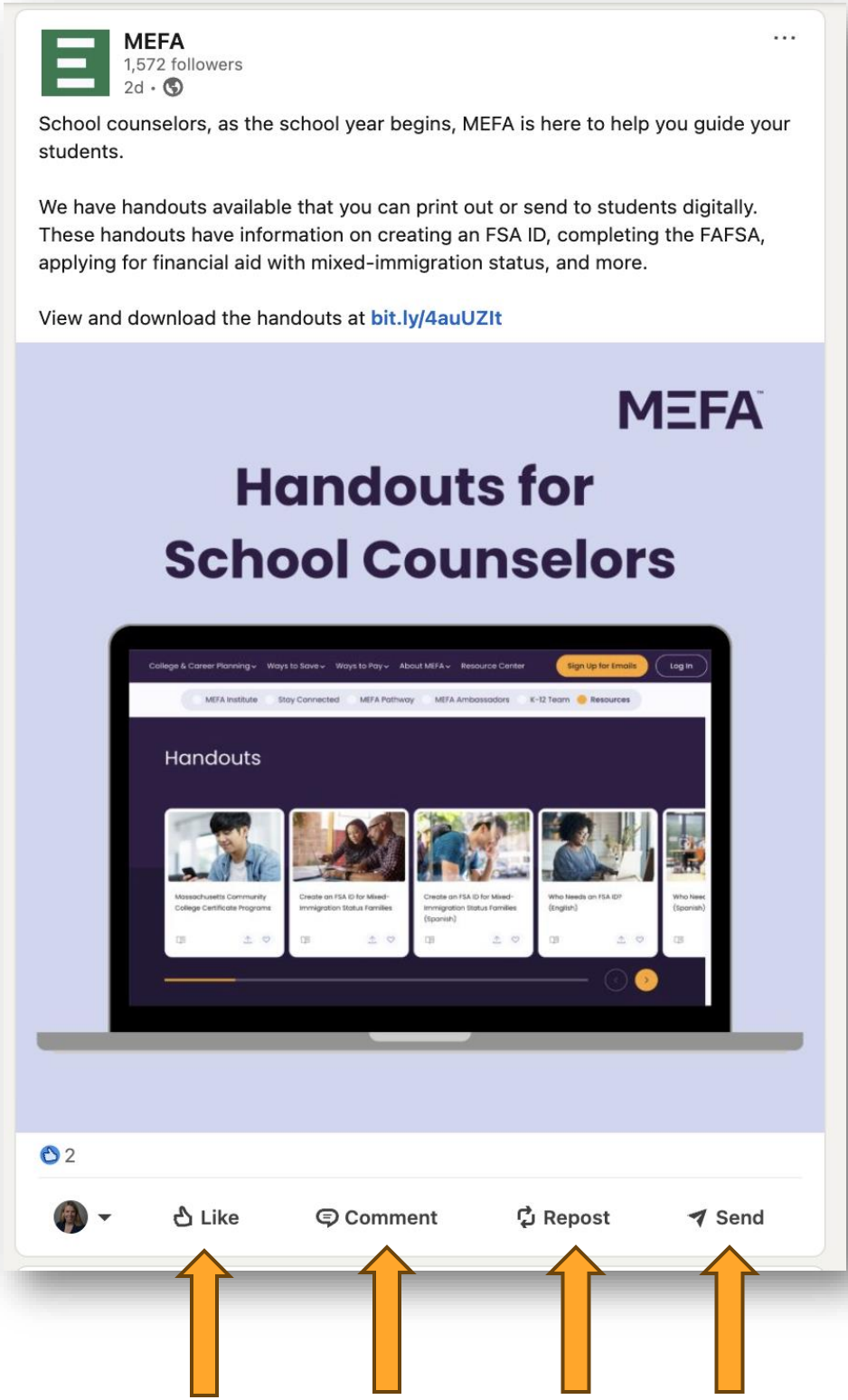
Home About Posts Jobs People

Overview

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 competitive college financing options.

NMLS# 1724150
nmlsconsumeraccess.org

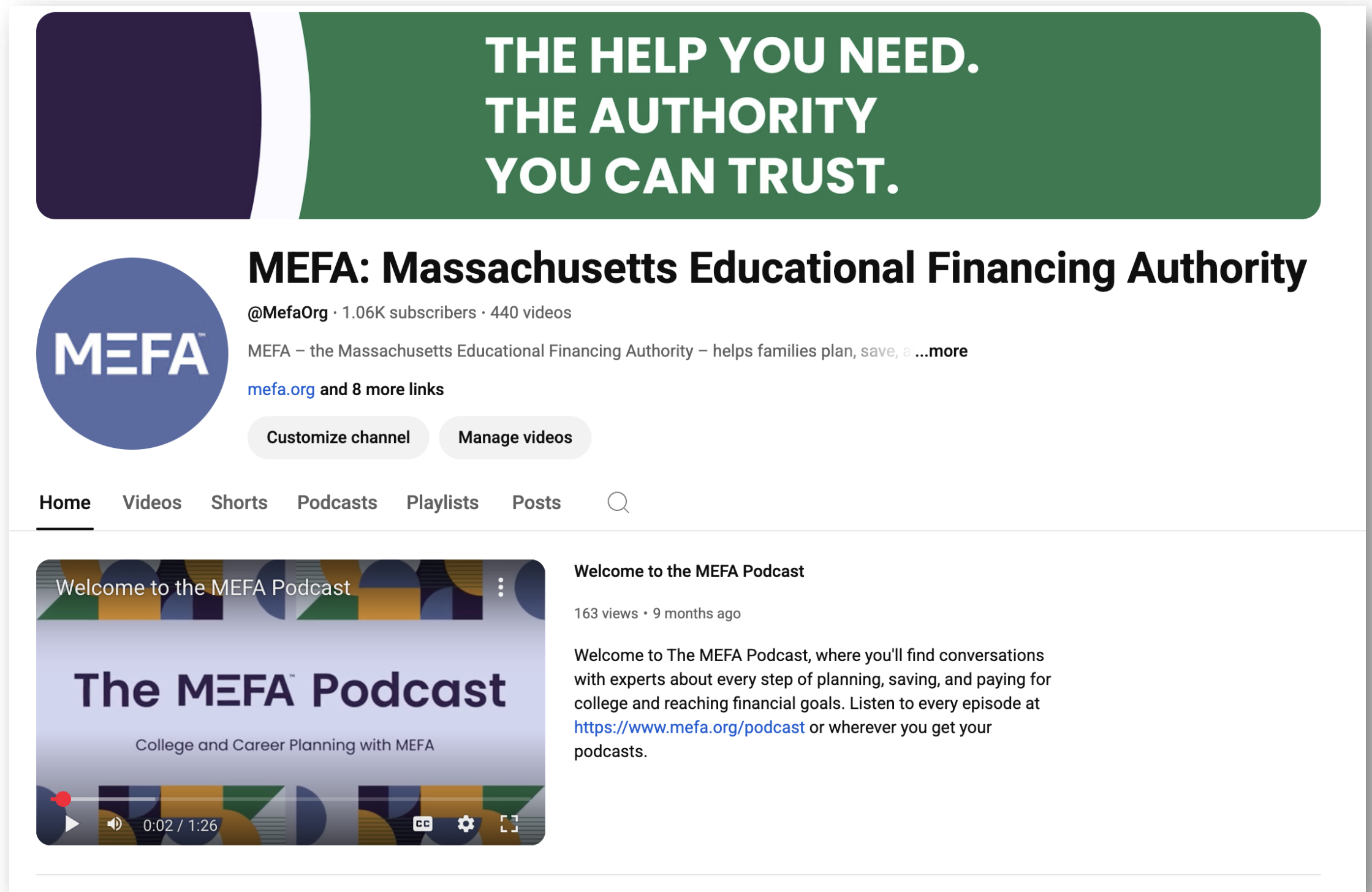
LinkedIn Post Example



Like Comment Repost Send

YouTube


- Follow MEFA on YouTube
- [@MefaOrg](#)



YouTube Post Example




MEFA™


UNDERSTANDING
THE
FAFSA®



Shawn Morrissey
MEFA's Director of College Relations


0:00 / 1:03:24








MEFA: Massachusetts Educational Financing Authority
1.09K subscribers


Subscribe

 4





 Share

 Save



363 views 4 weeks ago

This webinar, recorded in September 2025, provides a detailed overview of the Free Application for Federal Student Aid (FAFSA), the main application for college financial aid. Receive step-by-step instructions on completing the application, helpful tips on answering questions correctly, and important next steps. ...more



SubscribeLikeShareSave

YouTube Videos

Types of Videos MEFA Posts



Webinar recordings for students and families. [View example](#)



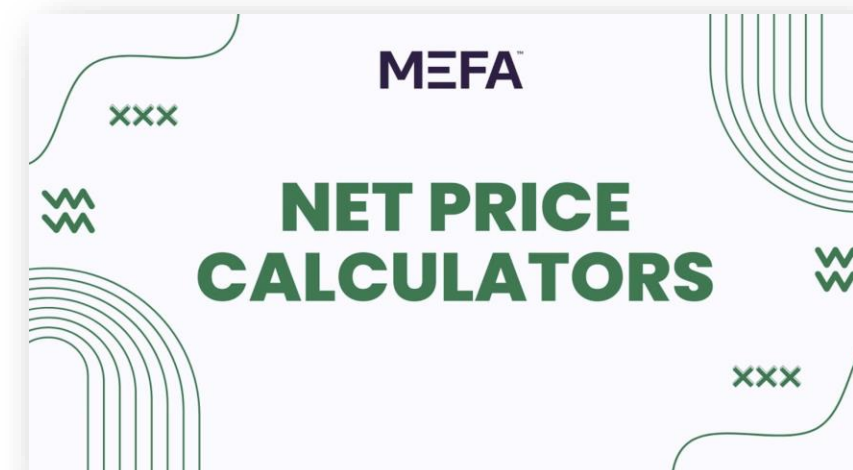
Walk-through videos for MEFA's tools and calculators. [View example](#)



Episodes of the MEFA Podcast. [View example.](#)



Webinar recordings for school counselors and professionals as part of the MEFA Institute. [View example](#)



Short, informational videos. [View example](#)


YouTube Playlists

YouTube playlists are collections of videos that can be used to organize content, create series, and provide a continuous viewing experience for viewers.

Understanding the CSS Profile


► Play all

This webinar introduces the nuts and bolts of the CSS Profile, a financial aid application required by roughly 200 colleges, universities, and scholarship agencies across the country. Topics include tip...




Understanding the CSS Profile

MEFA: Massachusetts Education...
13 views • 5 months ago




What is The CSS Profile?

MEFA: Massachusetts Education...
379 views • 11 months ago




CSS Profile Application and Tips

MEFA: Massachusetts Education...
131 views • 11 months ago




CSS Profile Parents and Noncustodial Parents

MEFA: Massachusetts Education...
2K views • 11 months ago



CSS Profile Questions

MEFA: Massachusetts Education...
454 views • 11 months ago




CSS Profile Fees

MEFA: Massachusetts Education...
228 views • 11 months ago

The MEFA Podcast


► Play all

We provide subject matter expertise on every step within the college planning process. Subscribe and listen to the MEFA Podcast to learn key information and helpful tips on 529 college savings...




Navigating Changes to Federal Student Loans Part 2

MEFA: Massachusetts Education...
5 views • 3 days ago




Navigating Changes to Federal Student Loans Part 1

MEFA: Massachusetts Education...
12 views • 8 days ago




Using Magic to Spark STEM Curiosity in Children

MEFA: Massachusetts Education...
43 views • 3 weeks ago




Future Ready: Teaching STEM at an Early Age

MEFA: Massachusetts Education...
151 views • 1 month ago



MEFA Mailbag: College Loans

MEFA: Massachusetts Education...
59 views • 1 month ago




A New College Recruitment Tool for Music Students

MEFA: Massachusetts Education...
33 views • 2 months ago

MEFA Pathway


► Play all

MEFA Pathway is an interactive, engaging tool for students in grades 6-12 planning for college and career, and counselors helping them along the way.




How to Create a Budget

MEFA: Massachusetts Education...
20 views • 3 months ago




Students: Learn The Steps to Reach Your Dream Job

MEFA: Massachusetts Education...
32 views • 4 months ago




Students: Learn Where Jobs Are Most In-Demand

MEFA: Massachusetts Education...
28 views • 4 months ago




Students: Learn Where in the U.S. Jobs + Skills Are Needed

MEFA: Massachusetts Education...
29 views • 5 months ago



MEFA Pathway's Work-Based Learning Feature

MEFA: Massachusetts Education...
36 views • 6 months ago



Create an Account in MEFA Pathway

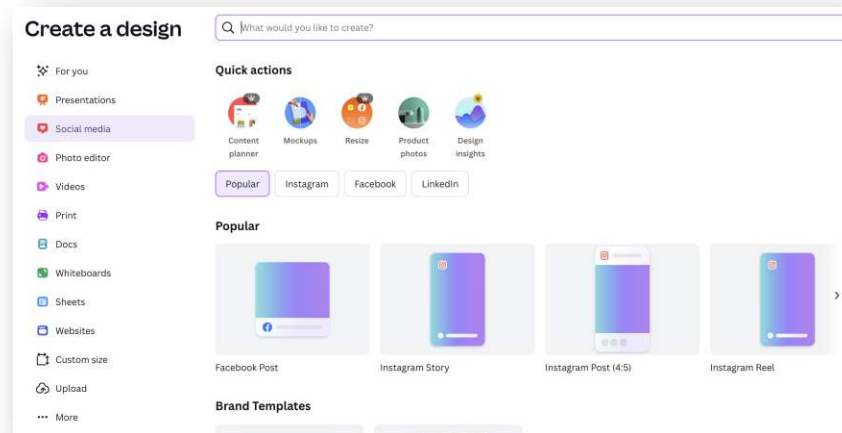
MEFA: Massachusetts Education...
88 views • 1 year ago



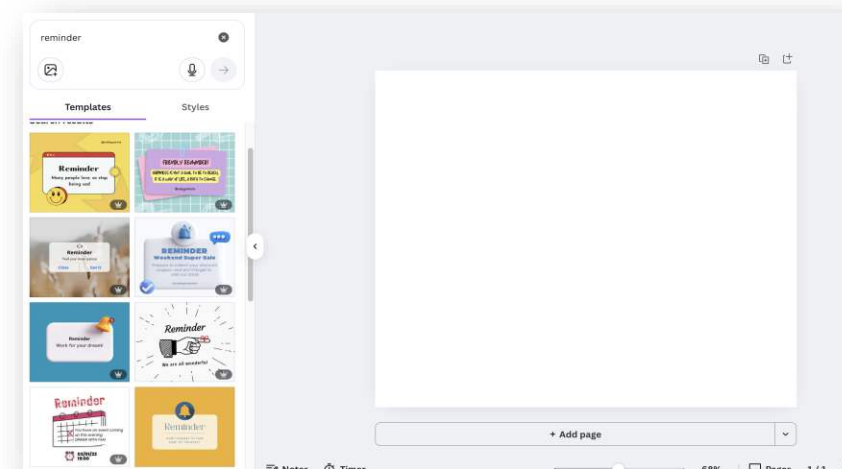
Creating Your Own Content

Canva

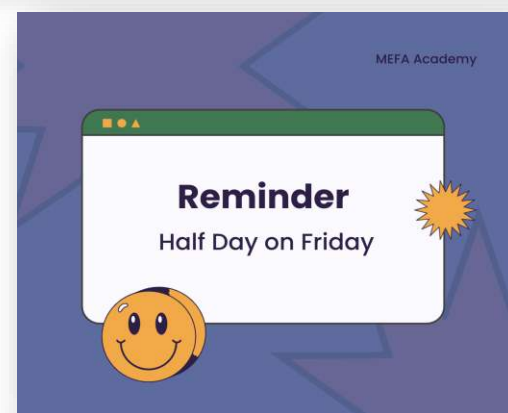
[Canva.com](https://www.canva.com)



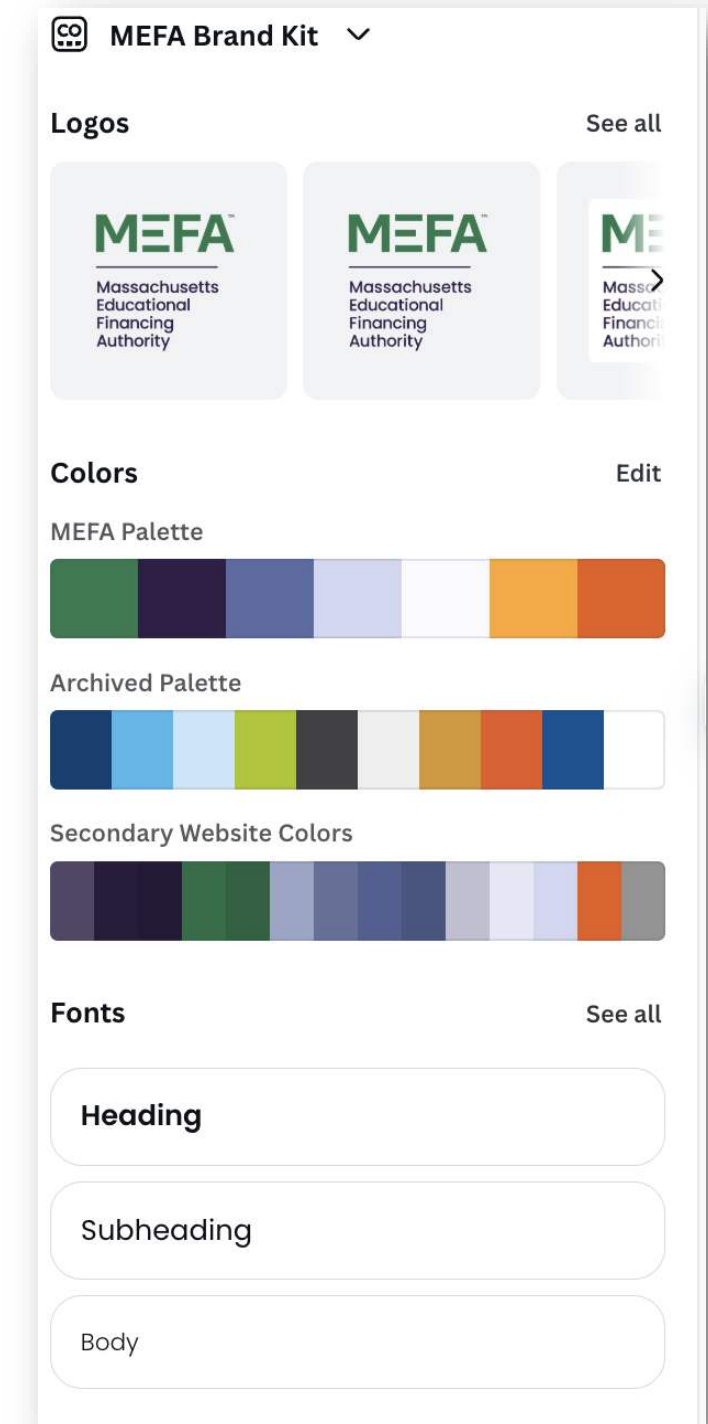
STEP 1: Choose from a variety of templates for each social media platform



STEP 2: Search for what type of design you would like



STEP 3: Select your design and customize the text, colors, fonts, logos, icons, etc.

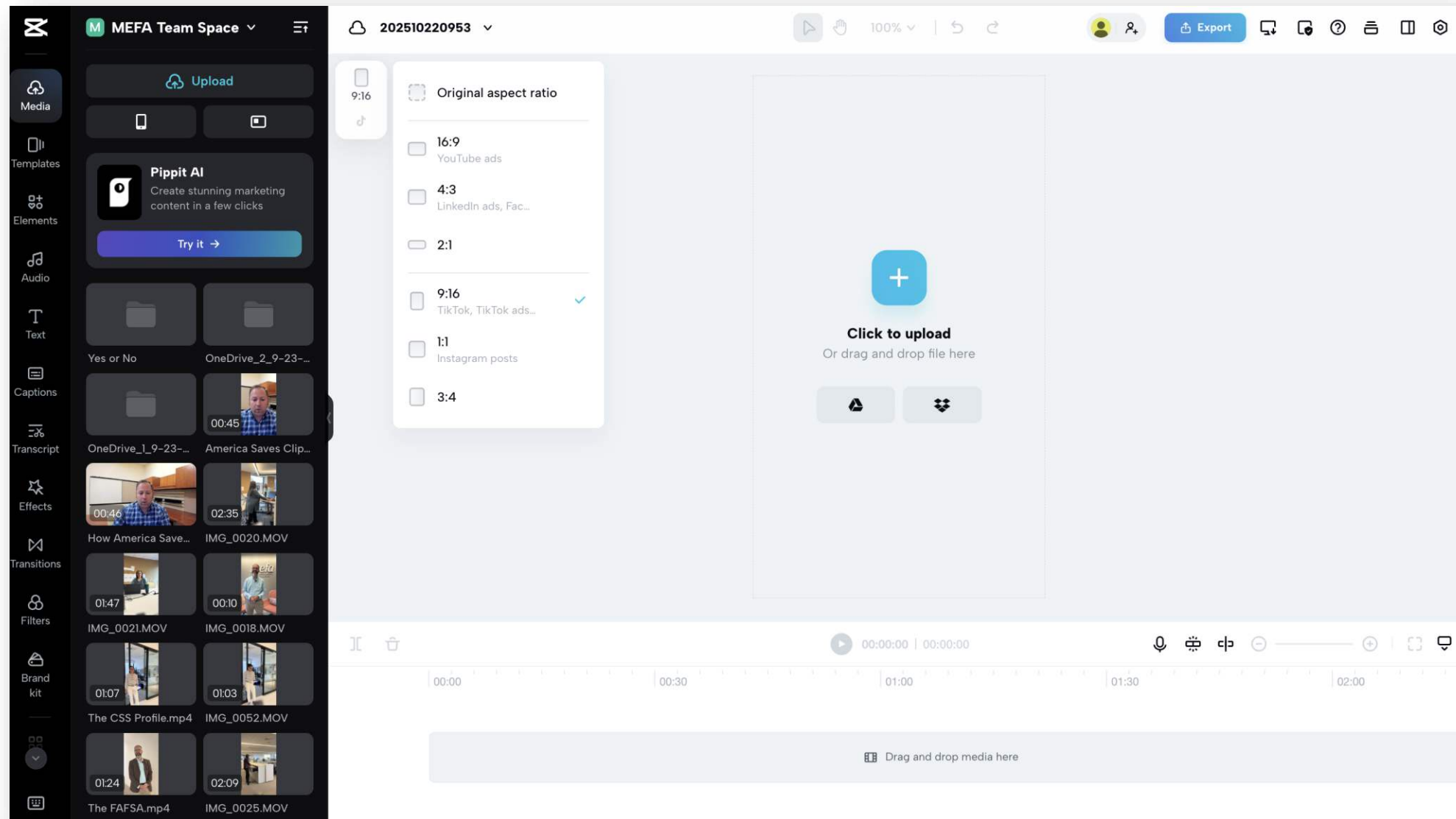


Canva allows you to create Brand Kits, which let you easily access your logos, colors, fonts, and icons to add into your designs

CapCut

Capcut.com

Allows you to upload videos and easily edit them, add captions, add effects like Zoom, and add overlays like graphics or logos.





Educator Insights

Tell Your Story: Social Media for Schools



The goal: Tell your story, before someone else does

- Social media can be a fantastic tool to help you share about the things happening in your schools
- Not be the primary mode of communications but a supplement to amplify your school's reach, priorities, and values
- Share announcements, information, celebrations, classroom moments, recognitions, and more – aim for a balance

You have the ability to shape public perception through every post



Successful social media can increase understanding and positive interactions, and reduce confusion, anxiety, and misinformation

Tell Your Story: Social Media for Schools



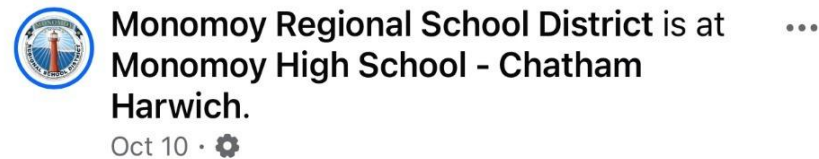
For our small district, one person operates these accounts

Our high school principal and high school counseling department are both active on Instagram

We have many affiliated IG accounts run by students, including school clubs and sports teams, and we share that content to our stories and feeds



Tell Your Story: Social Media for Schools



🌟 Congratulations to Monomoy Regional High School senior Solomon Antar, who won first place at the [Protect Our Past USA](#) film festival on October 4! Ellen Briggs and David Allen of Protect Our Past visited the high school to personally present Solomon with a certificate and cash prize. See the link to watch Solomon's film in the comments 📺
#MonomoySharks 🐋 #MRHS
#CreativeAndCriticalThinker #EngagedCitizen

Congrats, Solomon!

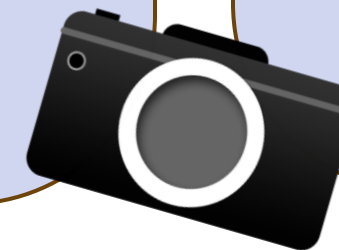


Families love getting a glimpse of what's happening in school, whether it's a small moment or a large event

Photos and videos are key – it's what feeds the algorithm and is most engaging for users

More is not always better – use fewer photos/videos of high quality

Make sure your tone is appropriate and accessible – write captions and content in a warm and welcoming way, avoid jargon and acronyms – have fun with it!



Tell Your Story: Social Media for Schools



Be mindful of photo permissions and be sure to have a system for social media opt-outs

If you're posting a flyer or graphic, put the text in the body of the post for accessibility

Students are usually excited to be featured on social media, but if they don't want to be, we try to respect that

Engage your colleagues to get content – ask for photos/videos, attend events, be present in schools



monomoyschools and 2 others
Monomoy Regional High School

...



We get excellent feedback from students, families, staff, and community members about the content we are sharing – social media is an important complement to our other communications tools

Tell Your Story: Social Media for Schools

Salem Academy and Beyond



Instagram account of The College
& Career Success Team
@salemacademyandbeyond

Additional to our main school
Instagram page *@salemacademy*

We primarily use social media
as a tool to:

- Provide insight into College & Career Readiness (CCR) at Salem Academy.
- Highlight the incredible work of our students!
- Share and celebrate the stories of our Alumni.
- Create community with students, families, alumni, and staff.

Why use social media?

- Another method of communication for our community members.
- Serves as an additional space for College & Career Readiness information to be accessed by our community.



Tell Your Story: Social Media for Schools

Example Posts:



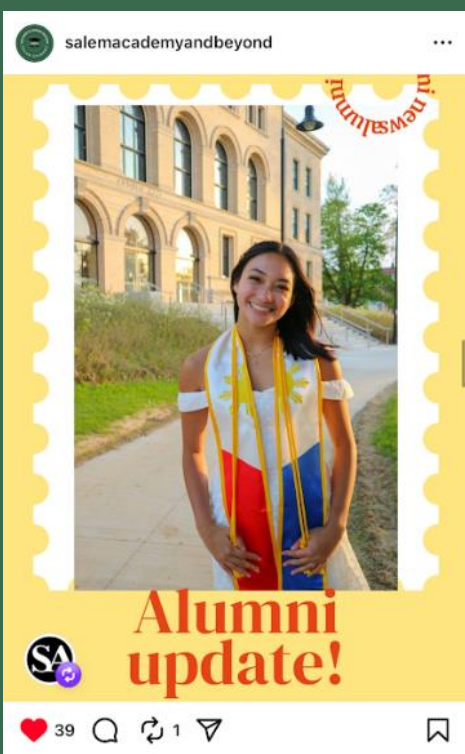
- Infographics on FAFSA, decision day, SAT, etc.
- Thank you messages from students to recommenders.
- Staff collegiate throwback Thursday posts.

Events



- Annual College Fair
- College visits & field trips
- May 1st college cupcake celebration.

Alumni



- Alumni spotlights
- Alumni programming: Alumni games, panel, & fair.

Tell Your Story: Social Media for Schools

Social Media Tips for Educators

1. Find your method of organization

Tab grouping for social media



- Great if you like information at the ready without tabs always open!
- Easier to access and incorporate into the work day.

2. Use digital tools for data collection and automation

Using tools to streamline the posting process & have data at the ready.

Examples:

- Google Forms for collecting caption info and photos.
- Linktree for sharing digital links in your bio.
- Scheduling posts in advance through Instagram.

3. Check sharing permissions

Work with your school to check what information/photos are permitted to be shared in your community.

Always get permission/consent when sharing information publicly.


Tell Your Story: Social Media for Schools

Thank you

If you would like to see more or follow our page, you can find us on Instagram →

@salemacademyandbeyond

Note...



salemacademyandbeyond

Edit profileView archive

148 posts236 followers86 following

Salem Academy College & Career Success
The SACS College & Career Success Team supports grades 6-12 and beyond! We help students think critically about college... more
linktr.ee/salemacademyandbeyond

COLLEGE COMMITMENTS

Commitments

SACS ALUMNI




Alumni

THROW BACK THURSDAY!

Throw Back!

+

New



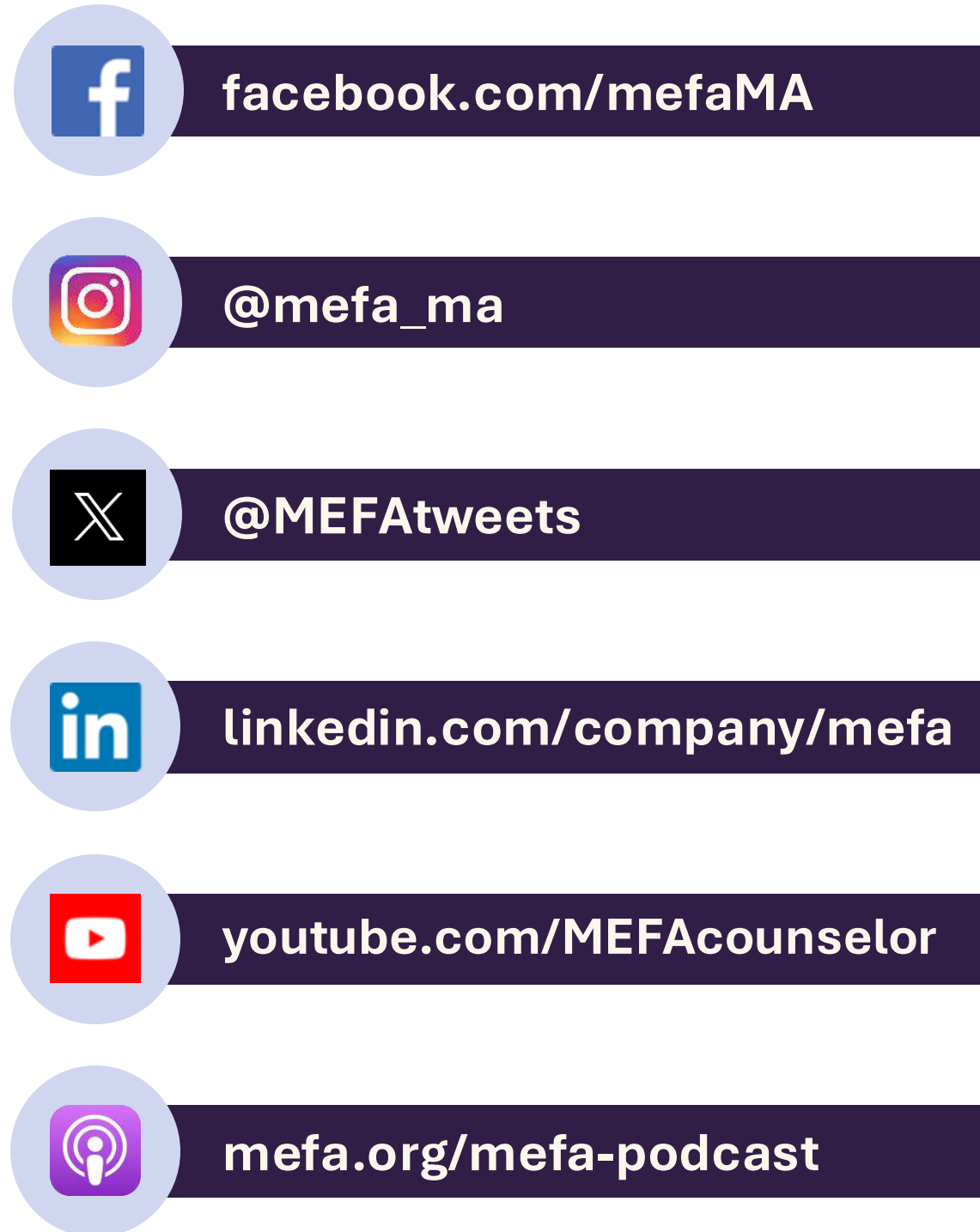


Next Steps

What's Next?

- Follow MEFA across all social platforms
- Follow the accounts of trusted organizations
 - Federal Student Aid
 - Massachusetts Department of Higher Education
- Share content from trusted organizations with your families; the easiest way to stay active on social media is resharing posts from trusted sources, like MEFA
- Share resources from MEFA's Social Media Toolkit
- Get started creating and sharing your own content
- Follow other MA school accounts for inspiration

Connect with MEFA



Connect with Presenters

Monomoy Regional School District

 facebook.com/monomoyregion

 [@monomoyschools](https://www.instagram.com/monomoyschools)

 linkedin.com/company/monomoy-regional-school-district/

 youtube.com/@monomoywmr

Salem Academy Charter School

 facebook.com/salemacademy

 [@salemacademy](https://www.instagram.com/salemacademy)

 [@salemacademyandbeyond](https://www.instagram.com/salemacademyandbeyond)

 linkedin.com/school/salem-academy-charter-school/

Thank You!

Questions?



(800) 449-MEFA (6332)



collegeplanning@mefa.org