

Social Media Kit

If your institution is active on social media, below are sample tweets and posts announcing your Common App membership. [@CommonApp](#) will retweet and like. Please include hashtag **#commonapp**.

Twitter

Searching colleges? Learn about @InstitutionName: New @CommonApp member for 2021–2022! Check out why we may be the right fit for you #commonapp (include link to institution's site, commonapp.org member page, campus image)

Sample Facebook and Instagram Posts

(Photo of your campus) We've joined #CommonApp! Learn about the unique #InstitutionName experience. When you're ready, you can use the Common App to apply for 2021–2022. (include link to institution's site or commonapp.org member page)

(Photo of students on campus) #InstitutionName is now a member of #CommonApp! Students applying for 2021–2022 – check out our virtual campus tour or come for a visit!

(Photo of your campus) We're helping to make additional tools and services available to students and those who support students through Common App, including a [mobile app](#), [financial aid and scholarship information](#), [virtual mentors](#), [online portfolios](#), and a vast library of [counselor resources](#) available in English and Spanish.

Sample LinkedIn Posts

Students applying to {INSERT INSTITUTION NAME} for 2021–2022 can now do so through [Common App](#), a powerful online college application platform that serves more than three million applicants, teachers, counselors and advisors across the United States and around the world each year. Learn more: {Link to web/press announcement, if available}.

By joining Common App, {INSERT INSTITUTION NAME} is helping to make additional tools and services available to students and those who support students through Common App, including [financial aid and scholarship information](#), [virtual mentors](#), [online portfolios](#), and a vast library of [counselor resources](#) available in English and Spanish. Learn more: {Link to web/press announcement, if available}.