Social Media Kit

If your institution is active on social media, below are sample tweets and posts announcing your Common App membership. Tag @CommonApp or include hashtag #commonapp, and we will retweet and like.

Twitter
Searching colleges? Learn about @InstitutionName: New @CommonApp member for 2022-2023! 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 2022-2023. (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 2022-2023 — 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 2022-2023 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}. 