

Social media toolkit

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

Started your college search? Learn about [[@InstitutionName](#)]: New [@CommonApp](#) member for 2019-2020! Check out why we may be the right fit for you (include link to institution's site, [commonapp.org](#) member page, campus image). [#CommonApp](#)

[@InstitutionName](#) is a proud [@CommonApp](#) member! Learn more about [SCHOOL]'s student experience at [[link to institution's Explore Colleges Profile](#)], and even take a virtual tour! [INCLUDE CAMPUS IMAGE]

Ready to apply to [@InstitutionName](#)? Add us to your My Colleges list on [@CommonApp](#) and start your application today! [apply.commonapp.org](#)

Facebook and Instagram

(Photo of your campus) [INSTITUTION NAME] now accepts [#CommonApp](#)! Learn about the unique [#InstitutionName](#) experience. When you're ready, you can use the Common App to apply. (include link to institution's site or [Explore Colleges Profile](#))

(Photo of students on campus) [#InstitutionName](#) is now a member of [#CommonApp](#)! Students applying for 2019-2020 – check out our virtual campus tour or come for a visit! [[link to Explore College Profile](#)]



LinkedIn

[INSTITUTION NAME] is a proud member of Common App, a not-for-profit organization supporting all students, and those who support them, at every stage of the application process through its powerful online college application platform, financial aid and scholarship information, application guides, and more. Learn more at commonapp.org.

Students applying to {INSERT INSTITUTION NAME} for 2019-2020 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}.