

# Opportunity <sup>'23</sup>

Your Choice. Your Education. Your Future.

# **SOCIAL MEDIA TOOLKIT**

The Tennessee Higher Education Commission announced the launch of a **momentum-building year** during 2023 to renew and articulate the value of education in Tennessee and to increase enrollment in education and training beyond high school.

***Please help us spread the word about the multiple paths and opportunities for Tennessee's students in 2023!***

# Opportunity '23 for the Class of '23! Your Choice. Your Education. Your Future.

Please join us and use the following toolkit of sample **social media posts** and **graphics** to help spread the word to students about their **many options for education and training after high school**. Feel free to use these sample media posts or modify them as you see fit.

Download graphics [here](#).



Use the hashtags **#Opportunity23** & **#TNMomentumYear** on your posts so we can easily track and share.

# Sample Post One:

Take the next step after high school!



Short-term job training



2-year or 4-year college degree



Military service and more!

Full-time. Part-time. Online.

Your Choice. Your Education. Your Future.

**#Opportunity23 #TNMomentumYear**

**CollegeforTN.org**

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**Opportunity**<sup>'23</sup>  
Your Choice. Your Education. Your Future.

A graphic of a white staircase with five steps, ascending from the bottom left to the top right. The steps are 3D-rendered with shadows. At the top of the staircase is a white arrow pointing to the right.

**THE  
NEXT STEP  
IS KEY.**

# Sample Post Two:

Full-Time. Part-Time. Online. Take the next step after high school!

👨‍🎓 Short-term job training

📖 2-year or 4-year college degree

🇺🇸 Military service and more!

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# Sample Post Three:

**Higher Education = Higher Pay.**

Take the Next Step After High School!

Full-time. Part-time. Online.

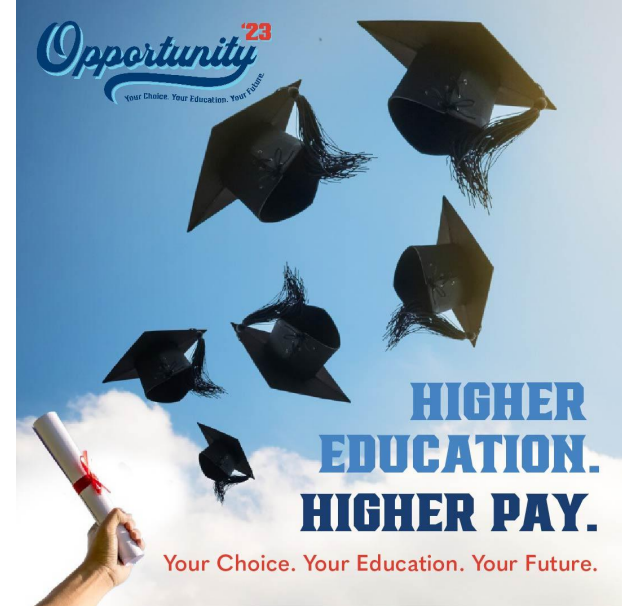
Your Choice. Your Education. Your Future.

**#Opportunity23 #TNMomentumYear**

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# Sample Post Four:

The Sky's the Limit! Take the next step after high school. Short-term job training. 2-year or 4-year college degree. Military service and more!

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# Sample Post Five:

**Learn More to Earn More!** Short-term job training. 2-year or 4-year college degree. Military service and more! Full-time. Part-time. Online. Your Choice. Your Education. Your Future.  
**#Opportunity23 #TNMomentumYear**  
**CollegeforTN.org**

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# Sample Post Six:

**Learn More to Earn More.**

Take Your Next Step After High School.



Career certifications



Technical or trade school



2-year Associate's degree



4-year Bachelor's degree

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**LEARN MORE.**  
**EARN MORE.**

Your Choice. Your Education. Your Future.

*Opportunity*<sup>'23</sup>  
Your Choice. Your Education. Your Future.



# Sample Post Seven:

## Better Skills Mean Better Jobs!



Short-term job training



2-year or 4-year college degree



Military service and more!

Full-time. Part-time. Online.

Your Choice. Your Education. Your Future.

#Opportunity23 #TNMomentumYear

[CollegeforTN.org](http://CollegeforTN.org)

[Instagram](#)

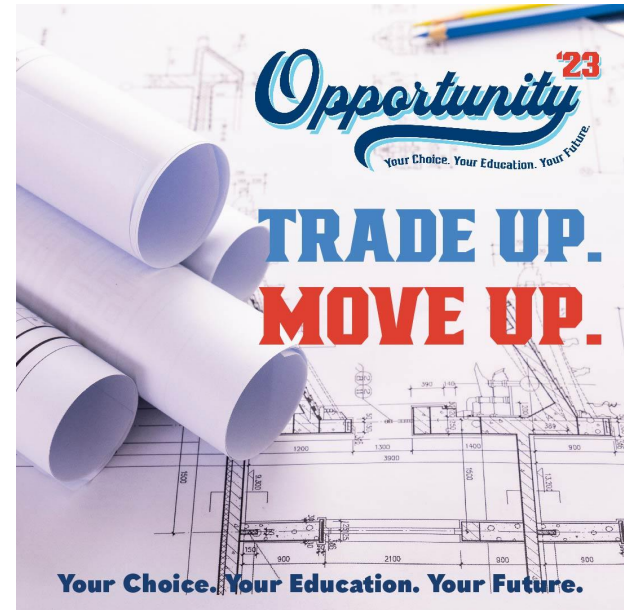
[FB/Twitter](#)



# Sample Post Eight:

**Trade Up to Move Up.** Get the skills you need for the job you want. Short-term job training, career certifications, apprenticeships, and more!  
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**CollegeforTN.org**

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[FB/Twitter](#)



# Sample Post Nine:

**It's Go Time for the Class of '23.**

Take the next step after high school!



Short-term job training



2-year or 4-year college degree



Military service and more!

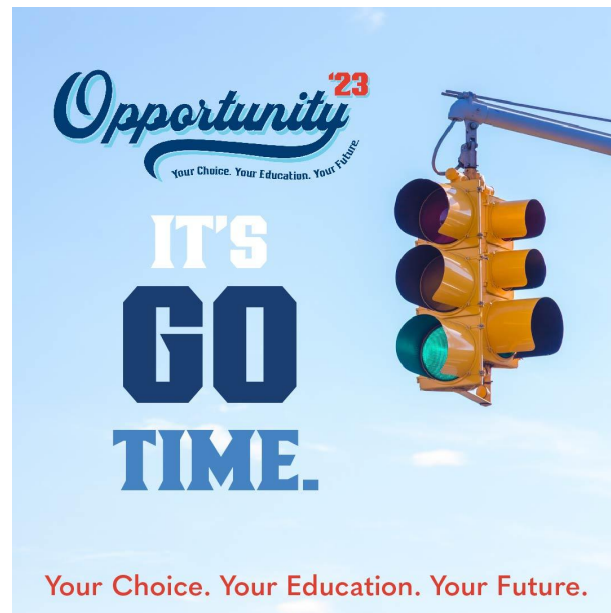
Your Choice. Your Education. Your Future

**#Opportunity23 #TNMomentumYear**

**CollegeforTN.org**

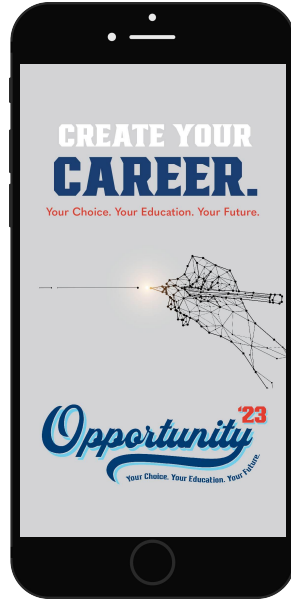
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# Sample Stories

Instagram/ Facebook



[Download images](#) from our toolkit to add to your Instagram and Facebook stories!