



SOCIAL MEDIA TOOLKIT

Tennessee Promise FAFSA Deadline:
May 15, 2024

Please help us spread the word!



To help increase the FAFSA completion rate among high school students in Tennessee, we are asking you to help share information about the **#TNPROMISE FAFSA completion deadline** and the **#TNFAFSACHallenge** with your followers! To help, we have pulled together a few tips, sample posts and images, and materials you may use!

Our ultimate goal is to **increase student FAFSA completion rates by the Tennessee Promise Deadline of May 15** and open the door for students to scholarships, grants and other forms of financial aid that can kick-start college and career success.

Use the hashtag *#TNFAFSACHallenge* on your posts so we can easily track and share.

Sample Post One:

Cash for College! Scholarships, grants, and aid can make the cost of your education more affordable. Don't leave \$\$\$ on the table. **Finish the FAFSA by May 15.** #TNFAFSACHallenge
CollegeforTN.org



Sample Post Two:

The Countdown is On! **Finish the FAFSA by May 15** and open the door to your **#TNPromise** - scholarships, grants, financial aid, and more.
#TNFAFSACHallenge CollegeforTN.org



Sample Post Three:

High school seniors who complete the FAFSA are more likely to enroll in college, persist & obtain a degree. **Finish the FAFSA by May 15** and kick-start your college and career success.

#TNFAFSACHallenge CollegeforTN.org




TENNESSEE
FAFSA CHALLENGE

**KICK-START
COLLEGE & CAREER
SUCCESS.**

FINISH THE FAFSA!

DEADLINE: MAY 15

Sample Post Four:

PARENT: Your Student's Future Starts with FAFSA! **Finish the FAFSA by May 15** to keep your student eligible for Tennessee Promise.

#TNFAFSACHallenge CollegeforTN.org



Sample Post Five:

Don't Miss Out! **Finish the FAFSA Today** as your first step to tuition-free college with #TNPromise. Deadline May 15.
#TNFAFSACHallenge CollegeforTN.org



Sample Post Six:

Don't Miss Out on Free Cash for College!
Finish the FAFSA this week! Your first
step to tuition-free college with
#TNPromise. #TNFAFSACHallenge
CollegeforTN.org



Sample Post Seven:

It's Finish the FAFSA Week! Finishing the FAFSA means tuition-free college with Tennessee Promise. Don't miss out!
#TNFAFSACHallenge CollegeforTN.org



The graphic features a white piggy bank on a wooden surface against a light blue sky background. At the top is a starburst logo with red and blue segments. Below it, the text reads "TENNESSEE FAFSA CHALLENGE" in blue and red. The main text "FINISH THE FAFSA WEEK" is in large, bold, blue and red letters. At the bottom, a dark blue button contains the text "APRIL 1-5" in white.

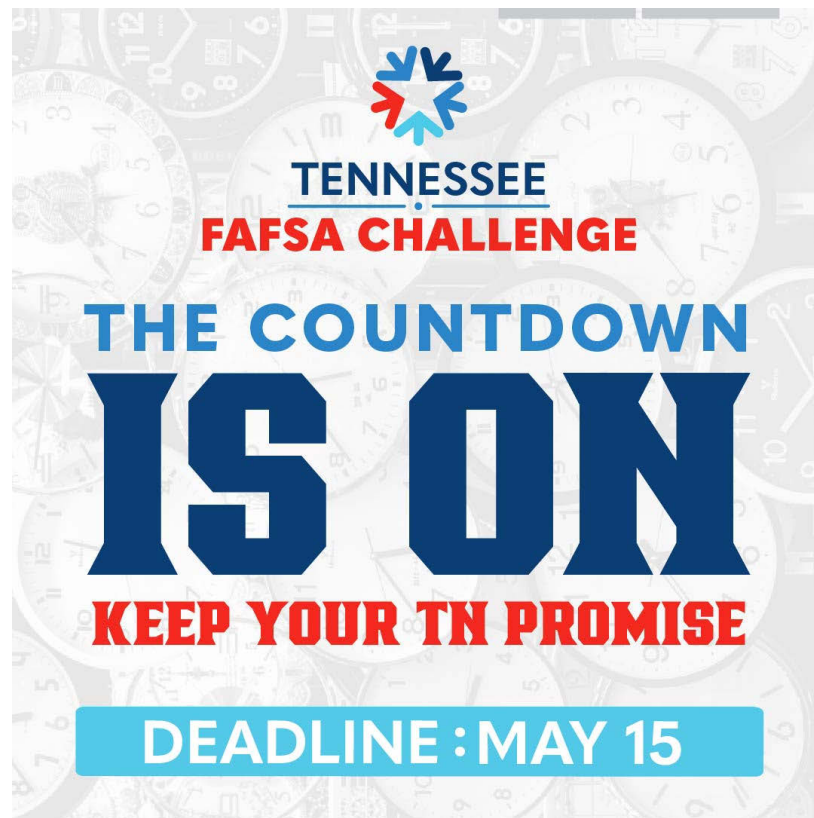

TENNESSEE
FAFSA CHALLENGE


FINISH THE
FAFSA
WEEK

APRIL 1-5

Sample Post Eight:

The Countdown Is On! Complete the FAFSA by May 15 to unlock the door to scholarships, grants and other forms of financial aid. **#TNPromise**
#TNFAFSACHallenge CollegeforTN.org

A promotional graphic for the Tennessee FAFSA Challenge. The background is a light gray with a pattern of various clock faces. At the top center is a logo consisting of a stylized starburst with eight points in red, blue, and green. Below the logo, the word "TENNESSEE" is written in blue, underlined, and "FAFSA CHALLENGE" is written in red. The main text "THE COUNTDOWN IS ON" is prominently displayed in the center, with "THE COUNTDOWN" in blue and "IS ON" in large, bold, dark blue letters. Below this, "KEEP YOUR TN PROMISE" is written in red. At the bottom, a light blue horizontal bar contains the text "DEADLINE : MAY 15" in white.


TENNESSEE
FAFSA CHALLENGE

THE COUNTDOWN
IS ON

KEEP YOUR TN PROMISE

DEADLINE : MAY 15

Sample Post Nine:

Time is Ticking! Only TEN days left to finish the FAFSA and to remain eligible for #TNPromise! Finish the FAFSA today!
#TNFAFSACHallenge CollegeforTN.org



Download countdown graphics [here](#).

Sample Post Ten:

Just ONE Day Left! Finish the FAFSA by TOMORROW to remain eligible for Tennessee Promise - your first step to tuition-free college. **#TNPromise**
#TNFAFSACHallenge CollegeforTN.org



Download countdown graphics [here](#).

Sample Post Eleven:

TODAY is the Day! Last Chance to Finish the FAFSA to remain eligible for tuition-free college with #TNPromise. Need help? Visit CollegeforTN.org #TNFAFSACHallenge



Download countdown graphics [here](#).