

TN COLLEGE APPLICATION & EXPLORATION MONTH

SOCIAL MEDIA TOOLKIT

THEC  **TSAC**

TN COLLEGE APPLICATION & EXPLORATION MONTH

Tennessee's College Application and Exploration Month in September encourages students (of all ages) to explore college and career options, thoughtfully prepare for the application process, and ensures every high school senior has the chance to apply to college while inspiring younger students to plan for their futures.

Help us spread the word! We invite you to share more about College Application & Exploration Month on your social media channels.

Please let us know anything else you need.

For more info: CollegeForTN.org/TN-College-Application-Exploration-Month/

TN COLLEGE APPLICATION & EXPLORATION MONTH

Encouraging Tennessee's students to pursue education beyond high school.

Use the following toolkit of sample social media posts and graphics to help promote higher education opportunities and inspire more Tennessee students to take the next step.

[Download Graphics HERE.](#)



Please also share, retweet, and post any and all [@TNPromise](#) and [@TNHigherEd](#) social posts on your pages.



*Use hashtags [#TNCollegeAppMonth](#),
[#CollegeForTN](#), [#CollegeReadyTN](#),
[#TNCollegeApplicationExplorationMonth](#)*

SAMPLE POST ONE:

“College dreams shouldn’t come with a financial barrier. That’s why Tennessee created a College Application Fee Waiver Toolkit—packed with everything students need to apply for college without the added cost. Access free application guidance here: [#CollegeForTN.org/TN-College-Application-Exploration-Month/#CollegeForTN](https://CollegeForTN.org/TN-College-Application-Exploration-Month/#CollegeForTN) #CollegeAppMonthTN #TNCollegeAccess”

[Download graphic **HERE.**](#)



SAMPLE POST TWO:

“Hey Class of 2025, your college journey just got easier! 🎓 Our College Application Fee Waiver Toolkit has videos, templates, and step-by-step support to help you apply to college without the fees. Check it out today: CollegeForTN.org/TN-College-Application-Exploration-Month/
#CollegeAppMonthTN #CollegeReadyTN #CollegeForTN”

[Download graphic **HERE.**](#)



SAMPLE POST THREE:

“Ready to apply for college but not sure where to start? The College Application Fee Waiver Toolkit includes simple how-to videos to guide you through the process—and help you apply for free. Your future is just a few clicks away:

CollegeForTN.org/TN-College-Application-Exploration-Month/ #CollegeForTN”

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SAMPLE POST FOUR:

Explore College & Career

Post during Week of September 1-5

“Explore What’s Possible. College? Career training? Your future starts with exploration! During Explore College & Career week, we encourage all TN high school seniors to explore your options after graduation. Get started today: CollegeforTN.org/Interest-Profiler/ #TNCollegeAppMonth”

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SAMPLE POST FIVE:

Prepare to Apply

Post during Week of September 8-12

Get Ready to Apply. Check out our tools and checklists at CollegeforTN.org/College-Finder/College-Step-By-Step-Guide/ and take that next big step towards your future!

#CollegeForTN #CollegeAppMonthTN

#TNCollegeAccess

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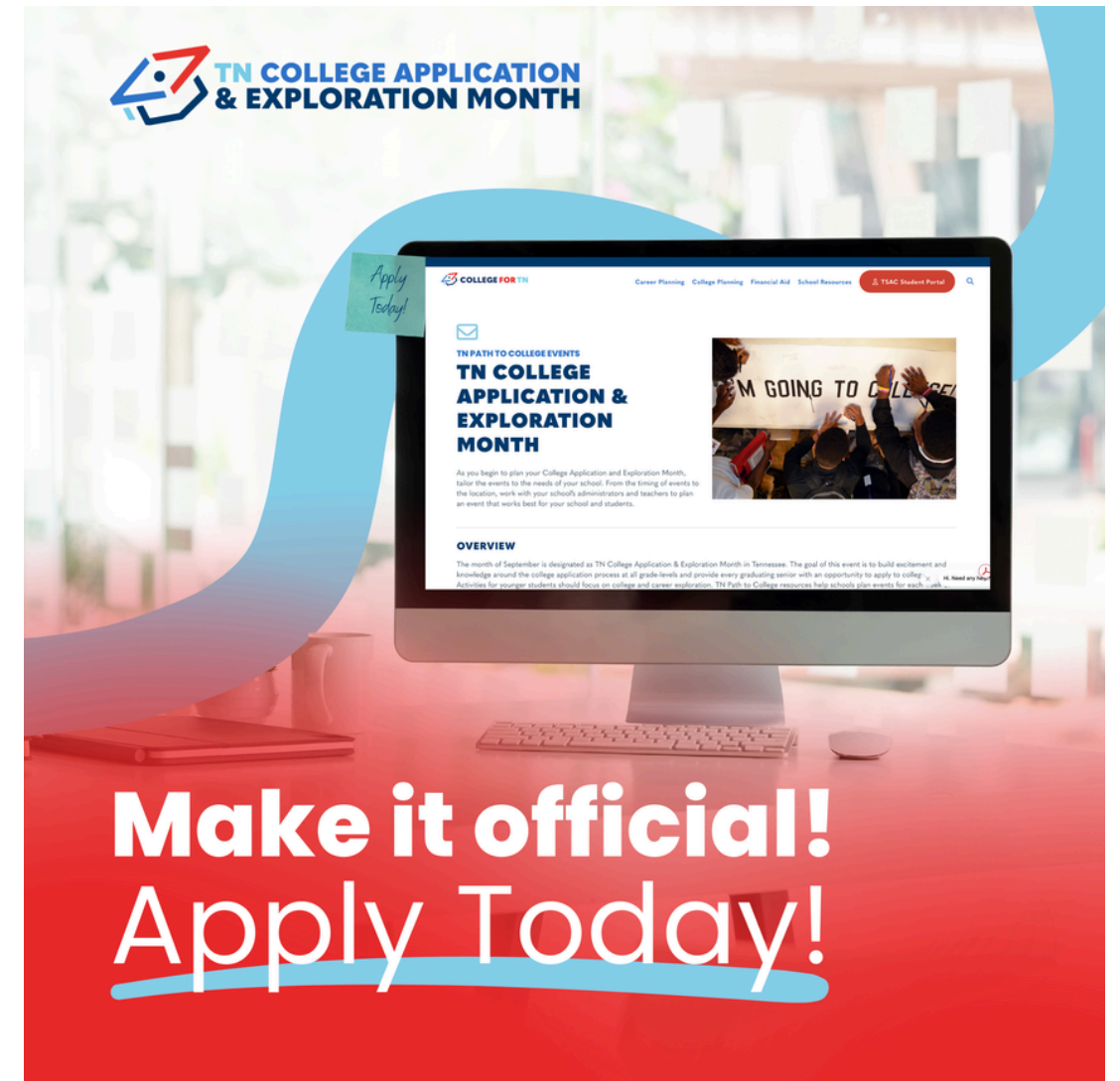
SAMPLE POST SIX:

Submit Your Application

Post during Week of September 15–19

“Make It Official—Apply Today! Submit those college applications and take control of your future. CollegeForTN.org/TN-College-Application-Exploration-Month/
#CollegeForTN #CollegeAppMonthTN
#TNCollegeAccess”

[Download graphic **HERE.**](#)



SAMPLE POST SEVEN:

I Applied, Now What?

Post during Week of September 22–26

“I Applied... Now What? You hit submit—now it’s time to plan your next move! Visit CollegeforTN.org/Senior-Milestones-Toolkit/ for helpful next steps.

#CollegeForTN #CollegeAppMonthTN
#TNCollegeAccess”

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SAMPLE POST EIGHT:

Wear College Gear Day

Post on Friday, September 19, 2025

“THEC encourages everyone across Tennessee to wear their favorite college gear —t-shirts, hats, pins, and more—and share why they believe students should apply to college. Let’s show support and inspire the next generation! #CollegeForTN #CollegeAppMonthTN #TNCollegeAccess”

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SAMPLE POST NINE:

Why Apply Day

Post on Friday, September 19, 2025

“It’s #WhyApply Day! Whether you’re the first in your family to go to college or continuing a legacy, your “why” matters. Share why you applied or why you believe in college access using #WhyApply and #CollegeAppMonthTN. Your story could inspire someone else to take the leap. CollegeforTN.org”

[Download graphic **HERE.**](#)



SAMPLE POST TEN:

“It’s College Application and Exploration Month in Tennessee! Whether you’re dreaming of a four-year university, community college, or a TCAT, now’s the time to take the next step. Visit CollegeforTN.org/College-Finder/College-Step-By-Step-Guide/ to explore schools, start applications, and map out your future. #CollegeAppMonthTN #CollegeForTN”

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SAMPLE POST ELEVEN:

“September is all about opportunity! During College Application and Exploration Month, Tennessee high school seniors can explore colleges, learn about financial aid, and submit their first applications—with plenty of support along the way. Get started today: CollegeforTN.org/College-Finder/College-Step-By-Step-Guide/ #CollegeAppMonthTN”

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SAMPLE POST TWELVE:

“Your college journey begins with one step—and September is the perfect time to take it. With events, toolkits, and hands-on support, Tennessee is making college planning more accessible than ever. Learn more and take charge of your future: CollegeforTN.org #CollegeForTN #CollegeAppMonthTN”

[Download graphic **HERE.**](#)



SAMPLE POST THIRTEEN:

“Don’t wait—September is your chance to get ahead! During College Application and Exploration Month, Tennessee students are encouraged to complete college applications and explore career pathways. Talk to your school counselor and get started today! CollegeforTN.org #TNCollegeAppMonth”

[Download graphic **HERE.**](#)



SAMPLE POST FOURTEEN:

“There’s a college out there that’s just right for you—and College Application and Exploration Month helps you find it. Take time this September to explore programs, compare schools, and apply with confidence. Start at CollegeforTN.org/College-Finder/ #CollegeBoundTN #CollegeForTN”

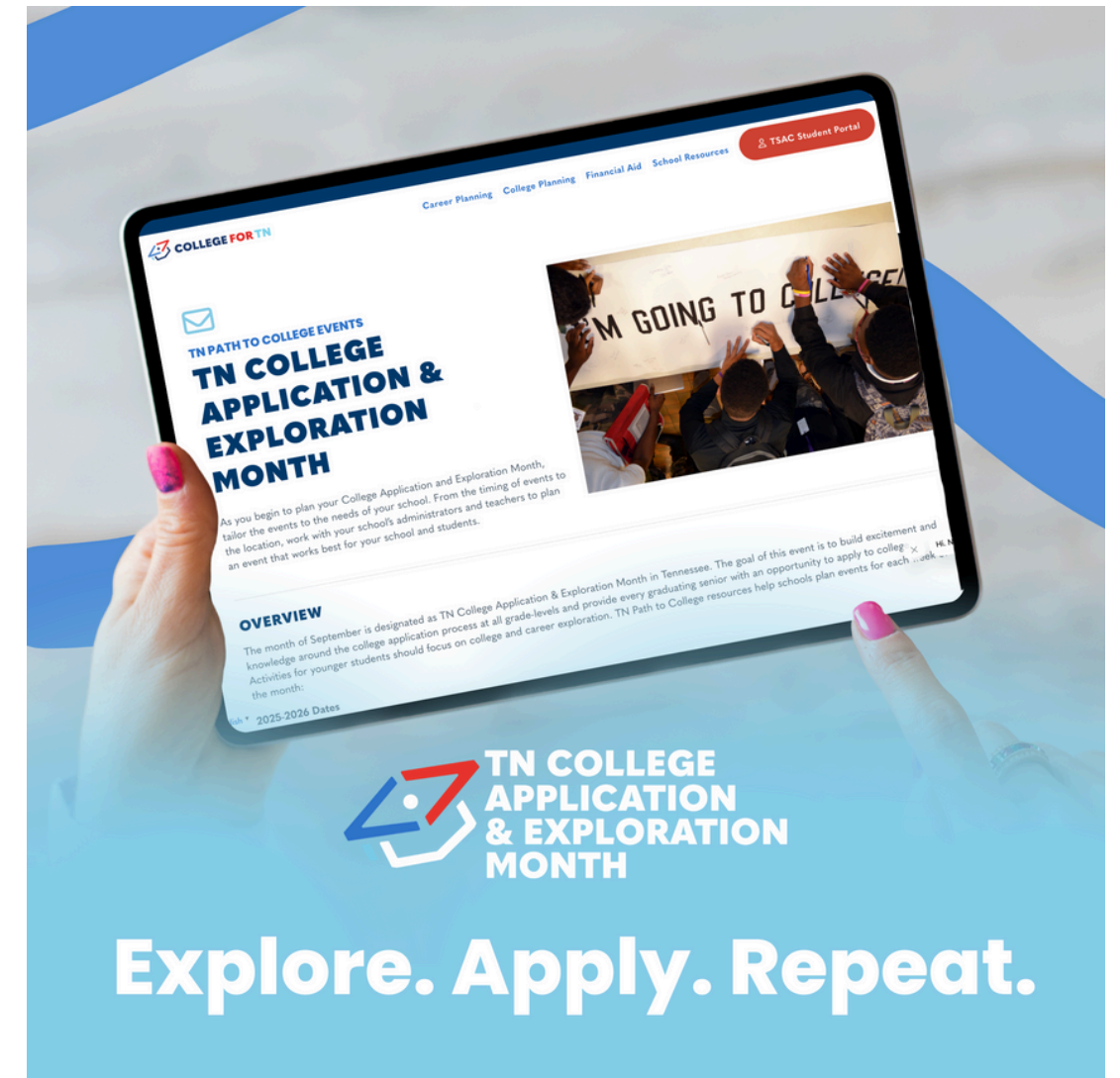
[Download graphic **HERE.**](#)



SAMPLE POST FIFTEEN:

“During College Application and Exploration Month, students across Tennessee are researching careers, visiting campuses, and submitting applications—many for the first time! Let this be your launchpad. Check out resources for students and schools: CollegeforTN.org/TN-College-Application-Exploration-Month/ #CollegeAppMonthTN”

[Download graphic **HERE.**](#)

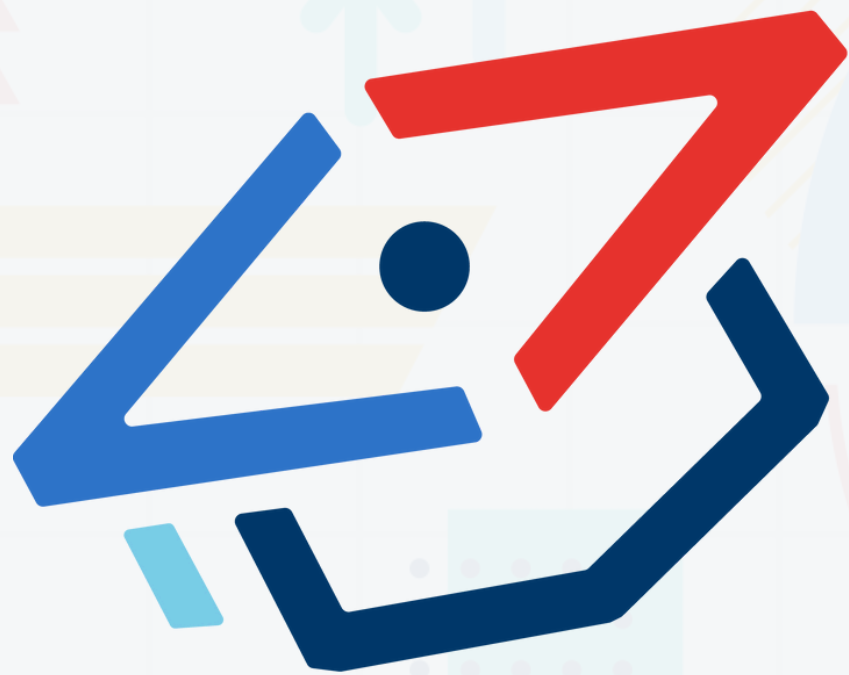


SAMPLE POST SIXTEEN:

“Every student deserves access to higher education. Tennessee’s College Application and Exploration Month brings that access one step closer. Resources, events, and support are all available to help students plan, apply, and succeed. Learn more: CollegeforTN.org/TN-College-Application-Exploration-Month/ #TNCollegeAccess”

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