

# #FAFSFebruary Social Media Toolkit

## Overview

Completing the Free Application for Federal Student Aid (FAFSA) is a crucial step in the college access process and is one of the best tools to illustrate college affordability for students. FAFSA completion rates have been declining in Kentucky and across the nation for several years and have not been helped by the COVID-19 pandemic. We need to continue to promote the importance of filing the FAFSA as soon as possible. February is Financial Aid Month and an ideal time to renew the buzz around FAFSA completion with a **#FAFSFebruary** campaign.

## Purpose of this Toolkit

The resources in this toolkit are designed to involve partner organizations and advocates in **#FAFSFebruary** and help drive engagement and action among their respective audiences via social media platforms such as Facebook, Twitter and Instagram.

## How Can I Help?

- Copy and paste the suggested social media graphics and text provided below, or develop your own customized posts to share out the content.
- Add the **#FAFSFebruary** and **#KYGoestoCollege** hashtags to your social media posts, and engage via your personal or organizational accounts.
- Follow **@KHEAA** on Facebook and Twitter and **@kheaaoutreach** on Instagram and share the content on those pages; be sure to use the hashtags and feel free to add your own as well.
- Look below for links you can share and other ways to get involved, like joining Twitter chats and other live social media content hosted by KHEAA.
- Host live content on your organizational social media accounts related to FAFSA completion. KHEAA Outreach staff is available for interviews, presentations or joint live events.
- Share additional social media content provided by [Federal Student Aid](#). Don't forget to use the hashtags!

## Hashtags

Use these hashtags on your social media posts. You can also tag **@KHEAA** and other partner organizations to further the reach of your posts.

**#FAFSFebruary, #KYGoestoCollege, #FAFSA, #FinancialAidMonth, #moneyforcollege, #FAFSFriday**

## Sample Tweets and Posts

NOTE: Instagram does not support hyperlinks in captions. You must add the link into your Bio (Click "Edit Profile" to add a website URL). Then, direct your followers to the link by adding "Click the link in my bio for more information!" to your caption.

We're kicking off **#FAFSFebruary** today! Filing the Free Application for Federal Student Aid (FAFSA) is the primary way to get financial aid to pay for college. Don't delay, complete your FAFSA today at [studentaid.gov](http://studentaid.gov)!  
**#FAFSFebruary #KYGoestoCollege**

Financial aid isn't just for 4-year colleges. If you are interested in short-term program or 2-year degree, there's financial aid for that too! Find out what you qualify for today by completing your FAFSA at [studentaid.gov](http://studentaid.gov).  
**#FAFSFebruary #KYGoestoCollege**

Not sure how to get started on the FAFSA? KHEAA Outreach Counselors are ready to walk you through the process and answer your questions. Check out [kheaa.com](http://kheaa.com) to find the counselor assigned to your county and schedule an appointment! #FAFSAFebruary #KYGoestoCollege

Completing the FAFSA helps you to keep your options open! Even if you don't know what your plans are, completing the FAFSA puts you one step closer to pursuing your college dreams. Check out @KHEAA's FAFSA Completion Guide to help you get started. #FAFSAFebruary #KYGoestoCollege

Have you completed your FAFSA yet? There's lots of financial aid still up for grabs! Don't miss out, go to [studentaid.gov](http://studentaid.gov) today to get started. #FAFSAFebruary #KYGoestoCollege

We're busting a FAFSA myth today! Did you know that filing the FAFSA DOES NOT mean you have to borrow student loans? It's also the application for grants which don't have to be paid back. File today at [studentaid.gov](http://studentaid.gov) to see what you can get! #FAFSAFebruary #KYGoestoCollege

We're busting a FAFSA myth today! Avoiding the FAFSA because you don't think you qualify for anything? The truth is you have an 85% chance of receiving some form of financial aid to help pay for college. Get started at [studentaid.gov](http://studentaid.gov)! #FAFSAFebruary #KYGoestoCollege

We're busting a FAFSA myth today! Filing your FAFSA doesn't take hours and it isn't that hard. Most FAFSAs can be completed in 30 minutes or less at [studentaid.gov](http://studentaid.gov)! Check out @KHEAA's FAFSA Completion Guide to help you get started. #FAFSAFebruary #KYGoestoCollege

High school seniors, as graduation approaches, don't leave any opportunity on the table! File your FAFSA today at [studentaid.gov](http://studentaid.gov) to see what financial aid you can get to help pay for college. #FAFSAFebruary #KYGoestoCollege

Claim your piece of the MILLIONS of dollars available in financial aid for college. Don't put it off any longer, complete your FAFSA today! Need help? Visit [kheaa.com](http://kheaa.com) to find the outreach counselor assigned to your county and schedule an appointment. #FAFSAFebruary #KYGoestoCollege

### Social Media Graphics



**FREE. EASY. FAST. FILE NOW.**

**IT'S FAFSA TIME!**

Get started on the 2022-2023 FAFSA!  
Some aid is first come, first served.  
Visit **[studentaid.gov](http://studentaid.gov)** and apply for  
college financial aid!

A vibrant social media graphic with a yellow background. It features the KHEAA logo in the center, surrounded by blue and yellow decorative elements like squiggly lines and 'X' marks. The text 'SCORE A FINANCIAL TOUCHDOWN!' is written in large, bold, blue letters. Below it, 'File the FAFSA!' is written in yellow. At the bottom, a yellow box contains the text 'Visit [studentaid.gov](http://studentaid.gov) and apply for college financial aid!' in blue.

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**SCORE A FINANCIAL TOUCHDOWN!**

**File the FAFSA!**

Visit [studentaid.gov](http://studentaid.gov) and apply for college financial aid!

PLAY THE  
**FINANCIAL AID**  
*MATCHMAKER*

You won't know what funds are right for you until you file your FAFSA!!  
[studentaid.gov](http://studentaid.gov)

KHEAA

WE'RE HERE TO HELP!

*Make a date with the FAFSA*

Contact your KHEAA outreach counselor for assistance completing the FAFSA. For more information, visit [kheaa.com](http://kheaa.com) and click on the "KHEAA Outreach Services" tab.

KHEAA

Today is  
a  
**GOOD DAY**  
to file the  
**FAFSA**

Get started on the 2022-2023 FAFSA!  
Some aid is first come, first served.  
Visit [studentaid.gov](http://studentaid.gov) and apply for college financial aid!

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**To-Do List**

File the FAFSA

Now is the time to get started on the 2022-2023 FAFSA! Some aid is first come, first served. Visit [studentaid.gov](http://studentaid.gov) and apply for college financial aid!

KHEAA

### Links and Additional Resources

[studentaid.gov](http://studentaid.gov)

[kheaa.com](http://kheaa.com)

[kygoestocollege.com](http://kygoestocollege.com): Registration for public webinars is on the home page of this site.

[FAFSA Completion Guide](#)

[KHEAA Outreach Counselors Contact Page](#)

KHEAA's social media pages: [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#)

[KHEAA's Live Streaming and Real Time Social Media Sessions](#)

[Federal Student Aid Counselor Toolkit](#)

### **Texting Service**

Anyone can text **OUTREACH** to **800-928-8926** for reminders and updates. Subscribers can text in with questions and receive a personalized response from a KHEAA outreach counselor.

### **Questions?**

**Kim Dolan**, Director of Outreach Services at KHEAA

[kdolan@kheaa.com](mailto:kdolan@kheaa.com)

502-759-1776

**Summer Gortney**, Assistant Director of Outreach Services at KHEAA

[sgortney@kheaa.com](mailto:sgortney@kheaa.com)

502-759-0798