

## College Decision Day Social Media Toolkit

### Overview:

Decision Day is a way for Kentucky schools to celebrate and recognize seniors for making educational plans beyond the high school level. Decision Day events are typically held on or around May 1<sup>st</sup> and are designed to coincide with the date that most seniors must inform a college of their plans to enroll. Decision Day is inspired by the NCAA's National Signing Day to reinforce that excellence in the classroom should be given as much recognition as athletic excellence.

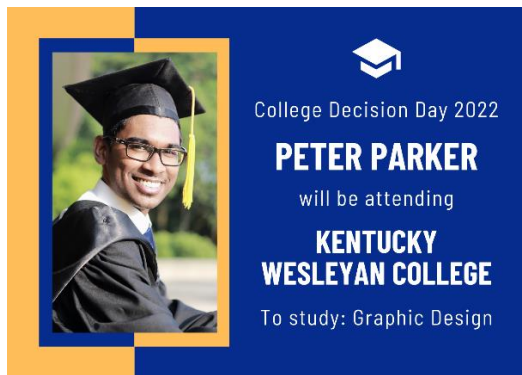
### Purpose of this Toolkit:

The resources in this toolkit are designed to involve high schools, partner organizations, and advocates in promoting the importance of celebrating seniors' decisions after high school. Due to Covid-19 restrictions and many schools still meeting virtually, KHEAA wanted to provide a different venue to help celebrate student successes via social media platforms such as Facebook, Twitter, Instagram, and YouTube.

### Twitter (High Schools)

KHEAA would love to see Kentucky high schools supporting their students' decisions on social media. We are asking schools to develop infographics that have each of their students' decisions (college, workforce, and military). The infographics can have the student's picture and graduation plans. If the student is going to college, you can even include their majors. We would love to see high schools post these infographics on Twitter from April 1<sup>st</sup> – May 1<sup>st</sup>. We will be using two hashtags: #KyDecisionDay and #BetterMakeRoom.

Below is an example of an infographic that can be used:



### Facebook, Instagram, Twitter and YouTube

Join KHEAA as we continue celebrating and supporting postsecondary decision on social media throughout May. Click [HERE](#) to view our upcoming social media schedule.