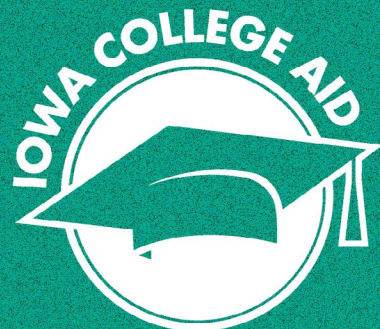


**FAFSA
CHANGES
SOCIAL MEDIA
TOOLKIT**



INTRODUCTION

Iowa College Aid is working closely with Federal Student Aid and national associations to stay up-to-date on Free Application for Federal Student Aid (FAFSA) changes. Iowa College Aid will communicate these changes to the relevant audiences as Federal Student Aid releases them.

This toolkit will assist Iowa College Aid's stakeholders in spreading various FAFSA messages across Iowa in their respective networks. Our stakeholders include but are not limited to colleges and universities, high schools, area education agencies, ICAN, Iowa School Counselor Association, Iowa Association for College Admission Counselors, I think this should be Iowa Association of Student Financial Aid Administrators (IASFAA), ISCA and many more.

HOW TO USE THIS TOOLKIT:

Share this toolkit with the staff responsible (i.e marketing team) for creating posts for your organization's social media channels.

Use this toolkit to communicate FAFSA changes across your organization's social media channels. We have provided suitable graphics, post content, and a suggested schedule for sharing information.

As new information becomes available, more will be added to the **calendar** for you to share. Please complete **this form** if you would like to be notified when the calendar is updated. You can also check back regularly for updates throughout the fall as we prepare for the December release of the FAFSA.

CREATING SOCIAL MEDIA POSTS

FACEBOOK & INSTAGRAM:

Need: image, content text, hashtags

Directions: When creating a post, you will be provided space to add an image and text. You can copy and paste the text provided for your post content. You can also drag and drop or upload the images provided to complement with the post content. Adding hashtags to your post for anyone who might search social media platforms by specific hashtags is helpful. This is also a way to acknowledge partner organizations. At the end of this toolkit, we have provided a variety of hashtags to use with any post.

USING GRAPHICS:

To utilize graphics, there are several options;

1. Download and save to your computer.
This will make the graphic available to upload to all platforms and be readily available on your computer at any time to add to other resources you might create (PowerPoint, posters, etc.)
2. Right click and copy the image.
This will have the image ready to paste into another document. Remember, if you copy something else before pasting the graphic, you will need to "re-copy" the image to use.
3. Drag the image to the appropriate space on another webpage.
Depending on your computer system, this option may also involve downloading the graphic as a file on your computer. Once downloaded, the file can be dragged over to the webpage/document you want to drop it in.

Your organization can also use these graphics for print items, graphics in presentations, and more! You will notice Iowa College Aid using these graphics for targeted social media advertising, various presentations, in newsletters, on posters and fliers, and more.

You can find a folder of usable graphics [here](#).

Post Content for Social Media:

Iowa College Aid strongly recommends using the content text provided to maintain a consistent statewide message regarding the FAFSA changes. Text can be adjusted, added to, or subtracted from to be more specific to your organization.

You can find a spreadsheet of content text [here](#) organized by audience type.

Schedule:

Iowa College Aid has provided a suggested [schedule](#) and frequency of how often to post the provided messages within a certain time frame. This schedule is based on when it will be most helpful for audiences to be aware of particular FAFSA changes.

To maintain message consistency across Iowa, we suggest following this post schedule as closely as your organization is able. We offer a frequency to post, in which you can schedule on your platforms ahead of time. We do not offer specific dates that messages need to be posted but instead a date time frame.

Topics to be Communicated:

There are a variety of topics that need to be communicated to various audiences, depending on where they are in their FAFSA completion journey. Iowa College Aid has organized messaging by audience type and topic. Multiple topics are scheduled to be communicated within the same timeframe. However, they shouldn't be communicated on the same day.

You'll notice that the [schedule](#) includes a sheet tab for each audience type and each sheet includes color-coded topics relevant to that audience. The intended audience for each post is also provided on every sheet.

Partner Tags and Hashtags:

Tag organizations and agency partners in your social media posts to acknowledge partnership, prompt supporting posts from partners, and to recognize others in the state working on FAFSA completion.

To tag an organization, type the @ symbol and type the name of the organization, it will populate with options, select the correct organization and they will be added to your post.

The following agencies, organizations, and associations can be tagged in posts related to the Better FAFSA: **Iowa College Aid, Iowa College Access Network, National College Attainment Network, IASFAA, Iowa School Counselor Association, The Iowa Association for College Admission Counseling**

Be sure to use these hashtags with every post to make posts easy to find for folks searching social media platforms by topics. **#IowaCollegeAid, #FAFSA, #BetterFAFSABetterFuture, #BetterFAFSA**. Suggested hashtags to use in each post are provided in the schedule. You can also add your own hashtags as applicable to the post.