Social Media Copy

Does your school use Twitter or Facebook to help parents and educators keep current with school events? This is a great way to help them familiarize with the easily accessible College Access and STEM learning resources available on www.tgreduexplore.org.

To help jumpstart your social media sharing, we have gathered best practices across the internet's most popular sharing tools. While you can choose to focus on whatever topic you prefer, each section includes sample posts to get your creative juices flowing!

TGR EDU:Explore

Twitter:
Twitter is a great way to hear from and connect to others in your field with similar interests. It can give you direct access to teachers, schools, public figures, companies – anyone with a public Twitter account. Tweets are meant to be kept short and sweet (fewer than 280 characters). You can tweet multiple times a day to keep your followers informed because the twitter news feed is constantly refreshing with the latest tweets.
- Champion breakthroughs & equip your students to be college and career ready w/ free resources from TGR EDU: Explore. http://bit.ly/2lvhWCB
- Check out TGR EDU: Explore - free online initiative supporting students in college prep and STEM career paths. http://bit.ly/2k8kzbu
- Parents! Start the conversation w/ your HS teens about the key areas in college search: environment, size, & career http://bit.ly/2kXGtCE

Facebook:
Facebook will help you connect with friends, coworkers, family, and local community by sharing your day-to-day news and achievements. Utilizing images and text, you can share a more descriptive view of your activity through posts and status updates.
- Champion breakthrough transformations in your students with an exciting new program from the Tiger Woods Foundation and Discovery Education. TGR EDU: Explore is designed to equip students, grades 6-12 nationwide with college access knowledge and STEM learning skills. Discover what TGR EDU: Explore has to offer at www.tgreduexplore.org.

Hashtags:
Hashtags turn the word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. Including hashtags in your social media can give your post additional reach to audiences that are looking to learn more about tagged topics. The following is the hashtag used for the TGR EDU:Explore program, be sure to add to your social posts!
- #TGREDUEXPLORE