MESSAGES FOR YOUR SCHOOL’S SOCIAL MEDIA

**Message 1** (to send about a month prior to your event):

[Accompanying Image Text: **College and Career Readiness Day**]

College and Career Readiness Day is coming to [school name]! This event is designed to help students explore their interests and goals and plan for a successful future after graduation. Watch your [email/mailbox] for more information!

**Message 2** (to send a few weeks before your event):

[Accompanying Image Text: **College and Career Readiness Day is Coming on [date]**]

[school name] is joining schools across the country in offering a College and Career Readiness Day to students. This daylong event helps students at every grade level understand what they need to make their dreams and goals come true after they graduate.

**Message 3** (to send a week before your event)

[Accompanying Image Text: **What Is College and Career Readiness Day?**

Students will spend [date] assessing and learning about the skills and abilities they’ll need to achieve their future goals. Our school’s College and Career Readiness Day will give students a “big picture” view on the steps they need to take before graduation to make their dreams a reality.

**Message 4** (to send the day before your event)

Accompanying Image Text: **College and Career Readiness Day is Tomorrow!**

Prepare for tomorrow’s College and Career Readiness Day by making sure students:

* Get a good night’s sleep.
* Eat a healthy breakfast.
* Bring an ACT-approved calculator (check **actstudent.org** for guidelines).
* Wear comfortable clothing. (We’re encouraging students to wear clothes with their target college or career logos.)
* Keep an open mind. A little pep talk could help them understand this day is all about them and their futures!
* Dream big!

Tomorrow’s event is all about helping map out college and career plans to have a better clarity on their direction after graduation. We’re excited and hope you are, too!