



# Back to School Toolkit

## Social Messaging

*Turnkey posts to promote your program on the most popular platforms including Facebook, LinkedIn, and Twitter.*

### SUGGESTED HASHTAGS

- [#BackToSchool](#) - Audience primarily of students, with some teachers and parents mixed in
- [#FirstDayOfSchool](#) - Audience of parents, proud to celebrate their child's first day of school.
- [#EdChat](#) - Audience of teachers discussing their education experience

### GENERAL POSTS

*Messaging to promote your K12 financial education program during Back to School season.*

New school year, new school supplies. At **[PARTNER NAME]**, we're dedicated to providing student with tools that will last a lifetime. Discover how **[PROGRAM NAME]** is supporting **[REGION OR COMMUNITY]** schools with **#financialeducation** this year and beyond : **[LINK]**

This year, preparing students for **#backtoschool** means more than new backpacks and textbooks. It means equipping young people in our communities with the critical life skills they need to succeed. For us, that starts with **#financialeducation**: **[LINK]**



## FOR PARENTS

It's the **#FirstDayOfSchool**! Today's a big day, and an (often emotional) realization of your dreams for their future. We're supporting those dreams, too - with **[INSERT PROGRAM NAME]** **#financialeducation** this school year and beyond: **[LINK]**

Where did the time go? It's **#BackToSchool** season already! We're lightening the load on your school supply budget (and students' backpacks) with **#edtech**. Learn about, **[INSERT PROGRAM NAME]**, our digital **#financialeducation** program: **[LINK]**

With Summer Fridays coming to an end, even parents are feeling that **#backtoschool** energy. At **[PARTNER NAME]**, we're getting ready too - starting with our **#FinEd** program, **[INSERT PROGRAM NAME]**, in your community: **[LINK]**

## FOR TEACHERS

Teachers know that **#BackToSchool** season means finding fresh, fun ways to engage students with the tech they grew up with. To help, we're sponsoring **[INSERT PROGRAM NAME]** in **[# OF SCHOOLS]** schools across **[PROGRAM AREA(S)]**. **[LINK]** **[PROGRAM HASHTAG]** **#EdChat**

During **#backtoschool** season and beyond, **[PROGRAM HASHTAG]** is proud to help teachers prepare students in **[LOCATION (s)]** for their financial future. **[LINK]**  
**#FinEd #EdTech #EdChat**

95% of parents agree that students should receive financial education at school. We couldn't agree more! That's why we're so excited to bring financial education to **[# OF SCHOOLS]** schools across **[PROGRAM AREA(S)]** this year. Want the program for your students? Reach out to us here to get started: **[LINK]** **#EdChat**