



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](#)