



# Back to School Toolkit

## Social Media Messaging

*Turnkey posts to promote your program on your preferred social platforms during back to school season.*

### SUGGESTED HASHTAGS

- [#BackToSchool](#): Parents, teachers, and orgs celebrate the start of the school year
- [#FirstDayOfSchool](#): Audience of parents celebrating their child's first day of school
- [#EdChat](#): Audience of teachers discussing education resources and experiences

### GENERAL POSTS

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 **[PROGRAM AREA]** 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]**

This school year, **[PARTNER NAME]** is proud to sponsor [#financialeducation](#) throughout the **[PROGRAM AREA]** area with our **[PROGRAM NAME]**! We believe all our students can benefit from an early introduction to key financial skills. Learn more about **[PROGRAM NAME]**: **[LINK]**

We are wishing our **[PROGRAM NAME]** Scholars a Happy [#BacktoSchool](#) season! We can't wait to hear about the important [#financialeducation](#) skills you learn through the program this year. For more information about how **[PROGRAM NAME]** supports local students: **[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 **[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, **[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 **#financialeducation** program, **[PROGRAM NAME]**, in your community: **[LINK]**

This **#BacktoSchool** season, we're helping your student prepare for the future - we've partnered with @EVERFI to provide **[PROGRAM NAME]** to students and teachers throughout **[PROGRAM AREA]**. Learn more about how **[PROGRAM NAME]** provides **#financialeducation** to your student: **[LINK]**

You send them to school to get the tools they need to succeed in the future, so **#financialeducation** is a must have! That's why we're proud to provide **[PROGRAM NAME]** to students and teachers throughout **[PROGRAM AREA]**. Learn more about how we're supporting local students: **[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 **[PROGRAM NAME]** in **[# OF SCHOOLS]** schools across **[PROGRAM AREA]**. **[LINK]** **#EdChat**

During **#BackToSchool** season and beyond, **[PROGRAM NAME]** is proud to help teachers prepare students in **[PROGRAM AREA]** 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]** this year. Want the program for your students? Reach out to us here to get started: **[LINK]** **#EdChat**



This school year, we want to help **[PROGRAM AREA]** teachers as they prepare their students to build strong financial futures. Our **[PROGRAM NAME]** offers an interactive way for them to do just that! Learn more about bringing **[PROGRAM NAME]** to your classroom: **[LINK]** [#financialeducation](#) [#EdChat](#)

Keeping students engaged can be tough - but topics like [#financialeducation](#) are too important for them to miss out on! So we've partnered with @EVERFI to offer an interactive solution to teachers and students across **[PROGRAM AREA]**. Learn more about bringing **[PROGRAM NAME]** to your classroom: **[LINK]** [#EdChat](#) [#backtoschool](#)