

# SHARING YOUR SUPPORT ON SOCIAL MEDIA

Another easy way to advocate for an issue is to spread the word and help increase public awareness through social media! Below you will find some sample posts and graphics you can use to share your support for debt-free higher education on social media!



**Facebook**  
@MassEduEquity



**Twitter**  
@MassEduEquity



**LinkedIn**  
N/A



**Email Newsletter**  
N/A

**Hashtags to use across all platforms:**  
#MassEduEquity, and #Allin4aDebtFreeFuture

**What can you or your organization do to support these efforts?** Amplify MEEP's higher education affordability campaign on social media with the hashtag #Allin4aDebtFreeFuture on your personal or organizational accounts to widen our reach using the sample posts and graphics below!

## Instructions:

- Log into Twitter, Facebook, LinkedIn, or ALL three platforms!
- Copy and paste the sample post for Facebook/LinkedIn. To post on Twitter, click the "Click-to-Tweet" button underneath the suggested post; Twitter will pop up in a new window. Download which image you'd like to use in the hyperlinked graphics folder below to include a photo.
- Edit the post as you wish and publish it on Twitter, LinkedIn and/or Facebook!



## Twitter:

- NEW RESOURCE ALERT! Wondering how YOU can support #studentsofcolor & #lowincomestudents to ensure they're **#Allin4aDebtFreeFuture**? Check out @MassEduEquity's toolkit & videos for more information on #MA #higher education affordability [bit.ly/MATools](https://bit.ly/MATools)
- #DidYouKnow that affordability is one of the largest barriers to attaining a degree in #MA – but it doesn't have to be that way. Check @MassEduEquity's new resources to ensure we're **#Allin4aDebtFreeFuture** [bit.ly/MATools](https://bit.ly/MATools)
- @MassEduEquity's **#Allin4aDebtFreeFuture** toolkit shares critical information + guidance so YOU can join us in supporting #studentsofcolor, #lowincomestudents & #FirstGen students to graduate w/o unnecessary student debt. Learn more at: [bit.ly/MATools](https://bit.ly/MATools)
- One of the key ways to support #MA students in preparing for #HigherEd is ensuring they're **#Allin4aDebtFreeFuture**! Learn more about how YOU can support policy changes to make college more affordable. @MassEduEquity's resources to help you advocate: [bit.ly/MATools](https://bit.ly/MATools)
- The movement towards educational equity happens with parents, students, & other advocates in the community coming together! Join @MassEduEquity's **#Allin4aDebtFreeFuture** campaign to connect & explore how to bring racial equity to #MA. Learn more: [bit.ly/MATools](https://bit.ly/MATools)
- How can we advance education equity for #studentsofcolor & #lowincomestudents? @MassEduEquity launched **#Allin4aDebtFreeFuture**, to bring together parents, students & advocates to support policy changes that ensure #MA public colleges & universities are affordable. [bit.ly/MATools](https://bit.ly/MATools)

# SOCIAL MEDIA POSTS CONTINUED...



## + **Facebook/LinkedIn:**

- NEW RESOURCE! What can Massachusetts do to ensure that our public colleges and universities open the door to new opportunities and economic mobility for students of color, students from low-income backgrounds, and first-generation college students? **#Allin4aDebtFreeFuture** is a campaign by The Massachusetts Education Equity Partnership (MEEP) that shares videos highlighting students' experiences when it comes to college affordability and a toolkit to help you advocate for policy changes that would ensure that no student is denied the opportunity to attend college because it's unaffordable. Explore the campaign and resources at: [bit.ly/MATools](https://bit.ly/MATools)
- In order to support students of color, students from low-income backgrounds, and first-generation college students to not only attend but graduate from Massachusetts public colleges and universities, we must ensure they can attain a degree without having to take on crippling amounts of student loan debt or being forced to working extensive hours per work to pay for college. We have an opportunity NOW to tackle the glaring - and growing- gaps in who can afford college in the Commonwealth. Here's what The Massachusetts Education Equity Partnership (MEEP) is doing to ensure we are **#Allin4aDebtFreeFuture**: [bit.ly/MATools](https://bit.ly/MATools)

## **Email Newsletter Blurb:**

### **Subject: New MEEP College Affordability Campaign**

Body: Massachusetts public colleges and universities can open the door to new opportunities and economic mobility for students from low-income backgrounds, students of color, and first-generation college students. Yet, college affordability is one of our state's most significant barriers to attaining a degree. Consider that students from families earning less than \$30,000 annually at a typical Massachusetts state university can expect to pay nearly half their family's income — after grants and loans. But it doesn't have to be that way.

The Massachusetts Education Equity Partnership (MEEP) higher education working group has launched **#Allin4aDebtFreeFuture**, a campaign centering the voices, experiences, and demands of systemically underserved students and families, and resources to help raise awareness and take action to improve public higher education affordability and access for all Massachusetts students.

To learn more, view the videos and toolkit, and explore the dashboard, visit: [MassEduEquity.org](https://MassEduEquity.org).