## Statewide Cash for College Webinars Social Media Toolkit

The COVID-19 pandemic has greatly impacted California students' plans to attend college. This has been illuminated by the decline in financial aid application completion and college enrollment nationwide. Regardless of the pandemic, we cannot afford to fail students who are the future of our state.

The California Student Aid Commission is excited to announce our first Statewide Cash for College Webinars! The webinars will provide information to help students and families complete the FAFSA and California Dream Act Application (CADAA). The webinars are FREE and open to all students and families applying for financial aid. Volunteers will answer questions throughout the session via Q&A (general questions only) and one-on-one assistance on the Cash for College Hotline after the webinar.

This Social Media Toolkit shares sample posts to amplify the message. Included in the toolkit:

1. Key Information
2. Email Sample to Invite Students and Families
3. Posting Calendar, Graphics and Suggested Captions
4. Additional Bilingual Graphics

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## Key Information

Event Dates + Times

- Thursday, January 14, 2021 – 5:30pm-8:00pm
- Thursday, January 21, 2021 (Bilingual/Spanish) – 5:30pm – 8:00pm
- Saturday, January 30, 2021 – 10:00am-12:30pm
- Thursday, February 11, 2021 – 5:30pm-8:00pm
- Thursday, February 25, 2021 – 5:30pm- 8:00pm
- Monday, February 22, 2021 (Bilingual/Spanish) – 5:30pm – 8:00pm

Link for Students to Register for Webinars: https://bit.ly/38AgyrT

Website: https://www.csac.ca.gov/cash-college

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## Email Sample to Invite Students and Families

**Subject Line: Need Cash for College?**

Hello Students and Families,

Do you need Cash for College? It's not too late. Complete the Federal Application for Student Aid (FAFSA) or California Dream Act Application (CADAA) now! Join the California Student Aid

Commission for our Cash for College Webinar. Learn about the FAFSA and CADAA application and get your questions answered via the Cash for College hotline!

Register for this FREE webinar here!

**Please have the following documents available during the webinar:**
- Your parents (if your parents have an SSN) and your FSA ID (For FAFSA filers ONLY) or Dream Act Account (For CADAA filers)
- Driver's License, if you have one
- Social Security Card, if you have one
- Alien Registration Card, if you have one
- ITIN, if you have one
- List of colleges you are interested in to list on the applications
- Most current bank statements
- Any records of untaxed income
- 2019 tax information (1040's and W2's)
  - This includes your parents' tax information if you are a dependent student.
  - Am I an independent or dependent student?

You will have an opportunity to ask questions via Q&A box (general questions only) or via our Cash for College hotline during and after the webinar. **Please have your FSA ID or Dream Act Account completed and ready for the webinar so you can follow along and complete the application.**

Thank you,

[Organization]

## Posting Calendar, Graphics and Suggested Captions

*Please see ZIP Files attached

| Posting Week | Graphic* | Captions |
|---|---|---|
| 1. Week of 1/11/2021 | Event Calendar<br> | Need #CashforCollege? Get answers to your questions about the #FAFSA or #CADAA applications through a free virtual #CashforCollege event! Available in English and Spanish/Bilingual! Register now at https://bit.ly/38AgyrT<br>-------<br>TAGS:<br>Twitter: @CAStudentAid |

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| | | Instagram: @castudentaid<br>Facebook: California Student Aid Commission |
| 2. Week of 1/18/2021 | Reduction in Applications Flyer<br><br>THERE IS A **REDUCTION IN** FINANCIAL AID APPLICATIONS BUT…<br>**FINANCIAL AID IS STILL AVAILABLE!**<br>*Need help?*<br>**REGISTER FOR A CASH FOR COLLEGE WEBINAR!**<br>CSAC \| CASH FOR COLLEGE | There is still financial aid available! Need help with your #FAFSA or #CADAA? Register for a #CashforCollege webinar! Register now at https://bit.ly/38AgyrT<br>-------<br>TAGS:<br>Twitter: @CAStudentAid<br>Instagram: @castudentaid<br>Facebook: California Student Aid Commission |
| 3. Week of 1/26/2021 | Reminder to Register Flyer<br><br>HEY!<br>**NEED CASH FOR COLLEGE?**<br>**REGISTER FOR A**<br>**FREE CASH FOR COLLEGE WEBINAR!**<br>CALIFORNIA STUDENT AID COMMISSION | Need help with your #FAFSA or #CADAA? Register for a #CashforCollege webinar! Register now at https://bit.ly/38AgyrT<br>-------<br>TAGS:<br>Twitter: @CAStudentAid<br>Instagram: @castudentaid<br>Facebook: California Student Aid Commission |
| 4. Week of 2/1/2021 | Financial Aid Awareness Month | February is Financial Aid Awareness Month! Complete the FAFSA or CADAA Application today! Need help? Register for a #CashforCollege webinar! Register now at https://bit.ly/38AgyrT<br>------- |

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| |  | TAGS:<br><br>Twitter: @CAStudentAid<br><br>Instagram: @castudentaid<br><br>Facebook: California Student Aid Commission |
| 5. Week of 2/8/2021 | Don't Miss Out Flyer<br><br> | Don't miss out! Last chance to register for our free virtual #CashforCollege workshop to get help applying for #finaid happening [Date]! For more information and to register visit: https://bit.ly/38AgyrT<br><br>-------<br>TAGS:<br><br>Twitter: @CAStudentAid<br><br>Instagram: @castudentaid<br><br>Facebook: California Student Aid Commission |
| 6. Week of 2/15/2021 | Reminder to Register Flyer | Need help with your #FAFSA or #CADAA? Register for a #CashforCollege webinar! Register now at https://bit.ly/38AgyrT<br>-------<br>TAGS:<br><br>Twitter: @CAStudentAid<br><br>Instagram: @castudentaid<br><br>Facebook: California Student Aid Commission |

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|---|---|---|
| | **HEY!** NEED CASH FOR COLLEGE? REGISTER FOR A FREE CASH FOR COLLEGE WEBINAR! CALIFORNIA STUDENT AID COMMISSION | |
| 7. Week of 2/22/2021 | Don't Miss Out Flyer **DON'T MISS OUT!** APPLY FOR FINANCIAL AID TODAY! Need Help? CASH FOR COLLEGE WEBINARS STILL AVAILABLE! Register NOW! CSAC CASH FOR COLLEGE | Don't miss out! Last chance to register for our free virtual #CashforCollege workshop to get help applying for #finaid happening [Date]! For more information and to register visit: https://bit.ly/38AgyrT ------- TAGS: Twitter: @CAStudentAid Instagram: @castudentaid Facebook: California Student Aid Commission |

## Additional Bilingual Spanish Graphics

- Can be used in any point of time

| Graphic | Caption |
|---|---|
|  | English:<br>Need #CashforCollege? Get answers to your questions about the #FAFSA or #CADAA applications through a free virtual #CashforCollege event! Available in English and Spanish/Bilingual! Register now at https://bit.ly/38AgyrT<br><br>Spanish:<br>Necesitas dinero para el colegio? Obtiene respuestas a tus preguntas sobre #FAFSA o #CADAA en vivo por media de un taller gratuito y virtual de #CashforCollege en Español/ bilingüe! Registrate hoy en https://bit.ly/38AgyrT<br><br>-------<br>TAGS:<br>Twitter: @CAStudentAid<br>Instagram: @castudentaid<br>Facebook: California Student Aid Commission |