



## Advertising materials

Below are some suggestions to be used in print ads, Twitter messages, Facebook posts, and radio announcements.

### Post ideas

#### Longer version

Thinking about college? Whether you are planning to attend college or simply evaluating your options, you can get answers to your questions about college admissions, the financial aid process and scholarships at ECMC's College Nights.

Date: [date of your event]

Time: [time of your event]

Attendees will receive expert advice along with a free college planning workbook.

For more information, visit [www.collegenights.org](http://www.collegenights.org).

#### Shorter version

Whether you are planning to attend college or simply evaluating your options, you won't want to miss this informative event. Visit [www.collegenights.org](http://www.collegenights.org) for location details and more information.

### Social media outlets

#### Twitter

Tweet information about the event, add reminders as the event approaches, and direct followers to the ECMC's College Nights website ([www.collegenights.org](http://www.collegenights.org)) and our Twitter page ([www.twitter.com/ecmcfab](http://www.twitter.com/ecmcfab))

*Example tweet: Join us [date of event] in the [location—example: auditorium] for ECMC's College Nights event—a free college-planning event. Details here [link to [www.collegenights.org](http://www.collegenights.org)]*

#### Facebook

Post information about the event, add reminders as the event approaches, and direct people to the ECMC College Nights website ([www.collegenights.org](http://www.collegenights.org)) and our Facebook page ([www.facebook.com/ecmcfab](http://www.facebook.com/ecmcfab)). Use the social media graphic provided to grab the reader's attention.

*Example post: Join us on [date of your event] in the [name of your location - example: auditorium] for ECMC's College Nights event. At this free event, you will learn about college admissions, the financial aid*

*process, scholarships and receive a free college planning workbook. Visit ECMC's College Nights website at [www.collegenights.org](http://www.collegenights.org) for more information.*

## **Radio announcement**

Inform the public about the College Nights events through a public service announcement or radio spot. Use one of the scripts below based on the time slot available.

### **30 second script**

Overwhelmed by the thought of planning for college? You're not alone. Join other students and parents for College Nights—a free, college-planning event being held at various locations in [insert state your event takes place] February 11 - April 26. You'll get straight answers and simple strategies for planning and paying for college, plus a free college planning workbook. For more information, go to [www.collegenights.org](http://www.collegenights.org). (Repeat final sentence for clarity)

### **60 second script**

Overwhelmed by the thought of planning for college? You're not alone. Join other students and parents for an ECMC College Nights event —a free, college-planning event being held at various locations in [insert state event is held] February 11 - April 26. You'll get straight answers and simple strategies, plus a free college planning workbook. Experienced professionals will take the mystery out of financial aid and guide you through the process of planning and paying for college. College Nights can help you start to see college as an affordable, attainable goal—and give you the tools to get there. For more information about College Nights and event locations near you, go to [www.collegenights.org](http://www.collegenights.org). (Repeat final sentence for clarity)