



## Signing Day Digital Digest

Better Make Room is all about uniting students who are experiencing similar challenges and bringing them together in a space where they can create, connect and make a commitment to their future.

For Signing Day, we are asking students around the country to post a #SigningSelfie when they receive their college acceptance letters. The main goal will be for a large amount of these posts to happen on College Signing Day: April 26, 2016.

We're looking for maximum engagement on Signing Day, but many colleges around the country have decided to implement their events in the days before and after College Signing Day—let's encourage engagement in the days leading up to April 26<sup>th</sup> as well and really get students excited about their futures!

We're using these hashtags:

- #SigningSelfie
- #BetterMakeRoom
- #CollegeSigningDay

**Twitter sample posts:**

- #CollegeSigningDay is here on 4.26.16. Take a #SigningSelfie with #BetterMakeRoom and show off your acceptance letter!
- If you're headed to college this year, post a selfie with that letter on 4.26.16. #CollegeSigningDay + #SigningSelfie + #BetterMakeRoom.
- Have you been accepted to college? Time to tell the world—post a selfie on April 26, 2016. #CollegeSigningDay #SigningSelfie #BetterMakeRoom
- [Post a photo of yourself in your old college shirt or gear and tweet something like...](#) Here's my #SigningSelfie XX years later! Show me yours for #CollegeSigningDay. #BetterMakeRoom



#### Facebook/Instagram sample posts:

- Did you get your college acceptance letter for the fall? Send a [#SigningSelfie](#) out to the world for your school's [#CollegeSigningDay](#). [#BetterMakeRoom](#) for students like you—getting work done out there.
- For [#CollegeSigningDay](#) on April 26, 2016, tell the world where you're headed for college with a [#SigningSelfie](#), featuring you and your college acceptance letter! [#BetterMakeRoom](#)
- [Post a photo of yourself in your old college shirt or gear and post something like...](#) Here's my [#SigningSelfie](#) XX years later! Show me yours for [#CollegeSigningDay](#). [#BetterMakeRoom](#)
- Were you accepted to college for the summer or fall? Upload a photo of you and your acceptance letter with [#CollegeSigningDay](#) + [#SigningSelfie](#) + [#BetterMakeRoom](#) on 4.26.16 to celebrate everything you've worked hard to achieve. Those long nights of studying were WORTH IT.