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**#WhyApply Social Media Content Ideas**

**FACEBOOK** Everyone knows 15 minutes could save you 15% or more on car insurance. Or in 15 minutes, you can apply to college and set your life on an upward trajectory. #WhyApply

**TWITTER** Everyone knows 15 minutes could save you 15% or more on car insurance. Or in 15 minutes, you can apply to college. #WhyApply

**FACEBOOK** 3 million students have used the Common Application to apply to multiple colleges. Join the club today. #WhyApply #CommonApp

**TWITTER** 3 million students have used @CommonApp to apply to college. Be part of the next 3 million today. #WhyApply #CommonApp

**FACEBOOK** #WhyApply? Colleges consider more than just a student’s grades and test scores for admissions. Your character outside of the classroom counts. Tell your story today.

**TWITTER** #WhyApply? Colleges consider more than just a student’s grades and test scores for admissions. Your character counts.

**FACEBOOK** By 2020, 65 percent of all jobs in the US will require a postsecondary education. Don’t be left behind. #WhyApply

**TWITTER** By 2020, 65% of all US jobs will require a postsecondary education. Don’t be left behind. #WhyApply

*SOURCE: Page 4 of this Georgetown University study, with state-by-state stats to customize the Facebook post/ tweet by state:* [*https://cew.georgetown.edu/wp-content/uploads/2014/11/Recovery2020.SR\_.Web\_.pdf*](https://cew.georgetown.edu/wp-content/uploads/2014/11/Recovery2020.SR_.Web_.pdf)

**FACEBOOK** #WhyApply to college? Millennials ages 25 to 32 with a college degree [earn $17,500 more](https://www.usnews.com/news/articles/2014/02/11/study-income-gap-between-young-college-and-high-school-grads-widens) than their counterparts who didn’t pursue higher education. (URL: https://www.usnews.com/news/articles/2014/02/11/study-income-gap-between-young-college-and-high-school-grads-widens)

**TWITTER** #WhyApply? Millennials ages 25-32 w/ a college degree earn $17,500 more than their counterparts who didn’t pursue #highered (URL: <https://www.usnews.com/news/articles/2014/02/11/study-income-gap-between-young-college-and-high-school-grads-widens> )

**FACEBOOK** #WhyApply to college? Because the wage gap between those with a college education and those without is wider than previous generations. And the earnings gulf won’t narrow.

**TWITTER** #WhyApply? Because the wage gap between those with a college education & those without is wider than previous generations.

**FACEBOOK+TWITTER** The national unemployment rate for Americans without a four-year college education is 3x higher than those with a degree. #WhyApply

**FACEBOOK+TWITTER** It’s never too late to go to college. #WhyApply

**FACEBOOK+TWITTER** Feeling old? You’re never too old to get a college education. #WhyApply

**FACEBOOK+TWITTER** Kids in school now? It’s never too late to go to college. #WhyApply

**FACEBOOK+TWITTER** You may not be getting any younger. But a college education is forever. #WhyApply

**FACEBOOK+TWITTER** You can go outside and mow the lawn. Or you can apply to #college. #WhyApply

**FACEBOOK+TWITTER** Your parent left a list of chores: Walk the dog. Take out the trash. Apply to #college. #WhyApply

**FACEBOOK+TWITTER** Pause the video game. Apply to #college. #WhyApply

**FACEBOOK+TWITTER** You can rake leaves this afternoon. Or you can apply to #college. #WhyApply

**FACEBOOK+TWITTER** Take a break from your #GameofThrones marathon and apply to #college. #WhyApply

**FACEBOOK+TWITTER** #WhyApply to college? Nearly 500 four-year colleges accept 75% of applicants.

**FACEBOOK+TWITTER** Everyone loves their grandma. Make her proud. Apply to college. #WhyApply

**FACEBOOK [to use on Sept. 27]** The next supermoon total lunar eclipse won’t occur for another 16 years. That gives you plenty of time to go college and become an astronomer. #WhyApply @NASA

**TWITTER [to use on Sept. 27]** The next supermoon total lunar eclipse won’t occur for another 16 years. That gives you plenty of time to go college. #WhyApply @NASA

**FACEBOOK+TWITTER** College isn’t all about studying. Sometimes there’s a good old-fashioned snow ball fight involved. #WhyApply (photo link: <https://flic.kr/p/maywqA>)