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**Sample Social Media Editorial Calendar**

**SEPTEMBER 2019 - NOVEMBER 2019**

**SEPTEMBER 2019 (Hispanic Heritage Month - 15th)**

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| **Publish Date** | **Twitter** | **Facebook** | **Instagram** | **Notes/Topic Ideas** |
| **Sunday, 9/1** |  |  |  |  |
| **Monday, 9/2** | By 2020, 65% of all US jobs will require a postsecondary education. Don’t be left behind. #WhyApply  *<https://cew.georgetown.edu/wp-content/uploads/2014/11/Recovery2020.SR_.Web_.pdf>* |  |  | Labor Day – post using ACAC graphic about employment  Images saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Tuesday, 9/3** | Calling all college counselors and advisors! Join @American\_CAC on 9/10 at 1 pm EDT for a webinar, promoting ACAC’s “How To Implement A College Application Campaign Event” Details and sign up at: <https://equityinlearning.act.org/event-type/webinars/> | Calling all college counselors and advisors! Join American College Application Campaign on 9/10 at 1 pm EDT for a webinar on “How To Implement A College Application Campaign Event” Get more information and sign up at: <https://equityinlearning.act.org/event-type/webinars/> |  | Promote ACAC Sept 10 webinar for host sites |
| **Wednesday, 9/4** | It’s #ReadABookDay and we’re celebrating by digging into Harry Bauld’s “On Writing the College Application Essay.” Perfect way to gear up for #WhyApplyDay! | It’s #ReadABook Day! Share your top three favorite books you read in college. Or feel free to share your top three books on the college experience. |  | #ReadABookDay |
| *RT content from Reach Higher/Better Make Room/ Get Schooled* |  |  | Beyonce Birthday (Homecoming/ HBCU) |
| **Thursday, 9/5** |  |  |  | International Day of Literacy #LiteracyDay |
| **Friday, 9/6** |  |  |  |  |
| **Saturday, 9/7** |  |  |  |  |
| **Sunday, 9/8** |  |  |  |  |
| **Monday, 9/9** |  |  |  | Retweet/Share ACAC webinar info |
| **Tuesday, 9/10** | On this #DayOfEncouragement, share reasons that encourage students to apply to college. Snap a selfie and share your reasons using the template available here <https://equityinlearning.act.org/wp-content/uploads/2019/05/WhyApply-Invitation-and-Selfie-Printout-2019.docx> Tweet them on Why Apply Day Friday, 9/20. Don’t forget to tag @American\_CAC and use #WhyApply | On this #DayOfEncouragement, share reasons that encourage students to apply to college. Snap a selfie and share your reasons using the template available here <https://equityinlearning.act.org/wp-content/uploads/2019/05/WhyApply-Invitation-and-Selfie-Printout-2019.docx>. Tweet them on Why Apply Day Friday, 9/20. Don’t forget to tag @American\_CAC and use #WhyApply |  | National Day of Encouragement #DayOfEncouragement |
| **Wednesday, 9/11** | RT ACAC Content |  |  |  |
| **Thursday, 9/12** | #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. |  |  | Images saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Friday, 9/13** | One week to go! Join us on #WhyApply Day next Friday, Sept. 20 to share your reason for why students should apply to college. |  |  | Include example #WhyApply photo |
| **Saturday, 9/14** |  |  |  |  |
| **Sunday, 9/15** |  |  |  | Hispanic Heritage Month Begins |
| **Monday, 9/16** |  |  |  |  |
| **Tuesday, 9/17** | It’s almost #WhyApply Day! This Friday, wear your college gear and snap a selfie sharing your reason why students should apply to college and tag @American\_CAC |  |  | Include example #WhyApply photo |
| **Wednesday, 9/18** | Check out this college application checklist from @American\_CAC which covers the basics to prepare for college. #WhyApply | Check out this college application checklist from @American\_CAC which covers the basics to prepare for college. #WhyApply | Check out this college application checklist from @American\_CAC which covers the basics to prepare for college. #WhyApply | Images saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Thursday, 9/19** | Tomorrow is the big day! Don’t forget to wear your college t-shirts tomorrow to celebrate #WhyApply. Tweet your photos to @American\_CAC using #WhyApply | Tomorrow is the big day! Don’t forget to wear your college t-shirts tomorrow to celebrate #WhyApply! Tweet your photos to @American College Application Campaign using #WhyApply | Tomorrow is the big day! Don’t forget to wear your college t-shirts tomorrow to celebrate #WhyApply! Tweet your photos to @AmericanCAC using #WhyApply | Insert an example #WhyApply photo |
| **Friday, 9/20** | It’s #WhyApply Day! Tweet your selfies in your college gear to @American\_CAC with the #WhyApply hashtag. Let students know why they should apply to college. | It’s Why Apply Day! Share your selfies in your college gear to American College Application Campaign with the #WhyApply hashtag. Let students know why they should apply to #college. | It’s #WhyApply Day! Share your selfies in your college gear to @American\_CAC with the #WhyApply hashtag. Let students know why they should apply to #college. | National #WhyApply Day  M. Caperton photo is an example. Recommend using someone from your state |
| **Saturday, 9/21** |  |  |  |  |
| **Sunday, 9/22** |  |  |  |  |
| **Monday, 9/23** | Pause the video game. Apply to #college. #WhyApply. |  |  |  |
| **Tuesday, 9/24** |  |  | Check out @AmericanCAC’s college application checklist which covers the basics to prepare for college. #WhyApply | Images saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Wednesday, 9/25** | #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. #WednesdayWisdom |  |  | #WednesdayWisdom  Images saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Thursday, 9/26** |  |  |  | #ThursdayThoughts |
| **Friday, 9/27** |  |  |  |  |
| **Saturday, 9/28** |  |  |  |  |
| **Sunday, 9/29** |  | The national unemployment rate for Americans without a four-year college education is 3x higher than those with a degree. #WhyApply |  | Images saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Monday, 9/30** | While at college, major in what the billionaires study. #WhyApply #MotivationMonday<https://www.forbes.com/sites/denizcam/2017/10/20/what-should-you-major-in-if-you-want-to-be-a-billionaire/#14216bf07cf4> |  |  | Sample content saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |

**OCTOBER 2019 (Hispanic Heritage Month ends on the 15th)**

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| **Publish Date** | **Twitter** | **Facebook** | **Instagram** | **Notes** |
| **Tuesday, 10/1** |  |  |  | FAFSA opens |
| **Wednesday, 10/2** |  |  |  |  |
| **Thursday, 10/3** | #WhyApply? Because only 11 percent of low-income and first-generation students go on to complete college within six years of leaving high school. Let’s change this statistic.  <https://www.the74million.org/article/the-b-a-breakthrough-a-first-generation-student-talks-about-her-challenges/> |  |  |  |
| **Friday, 10/4** |  |  |  |  |
| **Saturday, 10/5** |  |  |  | #WorldTeachersDay |
| **Sunday, 10/6** | You can rake leaves this afternoon. Or you can apply to #college. #WhyApply *[insert leaf raking gif]* |  |  | Sample content saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Monday, 10/7** |  |  |  |  |
| **Tuesday, 10/8** |  |  |  |  |
| **Wednesday, 10/9** | Your parent left a list of chores: Walk the dog. Take out the trash. Apply to #college. #WhyApply *[Insert walking dog gif]* |  |  |  |
| **Thursday, 10/10** |  |  |  | #WorldMentalHealthDay |
| **Friday, 10/11** |  |  |  | International #DayOfTheGirl |
| **Saturday, 10/12** |  |  |  | #TrainYourBrainDay |
| **Sunday, 10/13** |  |  |  |  |
| **Monday, 10/14** |  |  |  |  |
| **Tuesday, 10/15** |  |  |  | End of Hispanic Heritage Month |
| **Wednesday, 10/16** |  |  |  |  |
| **Thursday, 10/17** |  |  |  |  |
| **Friday, 10/18** |  |  |  |  |
| **Saturday, 10/19** |  |  |  |  |
| **Sunday, 10/20** |  |  |  |  |
| **Monday, 10/21** | Check out this senior year checklist from @American\_CAC to make sure you’re on track. Today’s the say you apply to college! #WhyApply |  |  | #MotivationMonday  Images saved on ACAC website under “Social Media Materials”:  <https://equityinlearning.act.org/acac/resources/state-coordinator-materials/> |
| **Tuesday, 10/22** | Pause the video game. Apply to #college. #WhyApply. |  |  |  |
| **Wednesday, 10/23** |  |  |  | #WednesdayWisdom |
| **Thursday, 10/24** |  |  |  | #ThursdayThoughts |
| **Friday, 10/25** | Today is the day you will apply to college! #FearlessFriday |  |  | #FearlessFriday |
| **Saturday, 10/26** | That feeling when you submit your college application #WhyApply [INSERT DANCING GIF] |  |  |  |
| **Sunday, 10/27** |  |  |  |  |
| **Monday, 10/28** |  |  |  |  |
| **Tuesday, 10/29** |  |  |  |  |
| **Wednesday, 10/30** |  |  |  |  |
| **Thursday, 10/31** | Don’t let the college application scare you. Ask for help and apply to #college! #WhyApply |  |  | Halloween |

**NOVEMBER 2019: Native American Heritage Month**

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| **Publish Date** | **Twitter** | **Facebook** | **Instagram** | **Notes** |
| **Friday, 11/1** |  |  |  |  |
| **Saturday, 11/2** |  |  |  |  |
| **Sunday, 11/3** |  |  |  |  |
| **Monday, 11/4** |  |  |  |  |
| **Tuesday, 11/5** |  |  |  | Election Day |
| **Wednesday, 11/6** |  |  |  |  |
| **Thursday, 11/7** |  |  |  |  |
| **Friday, 11/8** |  |  |  | #STEMDay |
| **Saturday, 11/9** |  |  |  |  |
| **Sunday, 11/10** |  |  |  |  |
| **Monday, 11/11** |  |  |  | Veterans Day |
| **Tuesday, 11/12** |  |  |  |  |
| **Wednesday, 11/13** |  |  |  |  |
| **Thursday, 11/14** |  |  |  |  |
| **Friday, 11/15** |  |  |  |  |
| **Saturday, 11/16** |  |  |  |  |
| **Sunday, 11/17** |  |  |  |  |
| **Monday, 11/18** |  |  |  | Suggestion: Week To Be Thankful- Create content thanking volunteers, counselors, etc. |
| **Tuesday, 11/19** |  |  |  | Suggestion: Week To Be Thankful- Create content thanking volunteers, counselors, etc. |
| **Wednesday, 11/20** |  |  |  | Suggestion: Week To Be Thankful- Create content thanking volunteers, counselors, etc. |
| **Thursday, 11/21** |  |  |  | Thanksgiving |
| **Friday, 11/22** |  |  |  |  |
| **Saturday, 11/23** |  |  |  |  |
| **Sunday, 11/24** |  |  |  |  |
| **Monday, 11/25** |  |  |  |  |
| **Tuesday, 11/26** |  |  |  | #GivingTuesday |
| **Wednesday, 11/27** |  |  |  |  |
| **Thursday, 11/28** |  |  |  |  |
| **Friday, 11/29** |  |  |  |  |
| **Saturday, 11/30** |  |  |  |  |