BigFuture

Social Media Content for BigFuture Scholarships Week

Below you will find social media content you can use to promote the BigFuture Scholarships and BigFuture Scholarships Week on social media this month. You can use the content provided or create your own posts to share with classmates. Whether you use the content below or create your own, make sure you review the Social Media Guidelines when posting BigFuture content. And don't forget to add **#BigFutureAmbassadors,** tag @Collegeboard, and link to bigfuture.org/live

Social Media Guidelines

- **Post what feels authentic.** Don't force a post if it doesn't feel like you would post that regularly.
- **Be yourself.** Your own unique voice is the best way to communicate with your peers.
- **Use good judgment.** A good rule of thumb is not to post something you wouldn't want your boss or grandmother to see.
- **Be transparent.** Disclose that you're a BigFuture Ambassador when posting. Add **#BigFuture** Ambassador to your posts. You can tag @collegeboard. We also recommend adding "BigFuture Ambassador, opinions are my own" or something similar to your bio.
- **You are not customer service.** If you're worried about any comments on your posts, please reach out to Mr. Alvarez
- **Sharing is caring.** Help boost your fellow Ambassadors' posts. Shout out great content on Discord.

Sample Caption and Image Content

Sample #1 BigFuture Scholarships Instagram feed/Story	10th and 11th graders will have an opportunity to earn $500 and $40,000 scholarships from #BigFuture! Want to hear more? Go to bigfuture.org/live #BigFutureAmbassadors @Collegeboard [Create IG link sticker: "Find out how!" bigfuture.org/live	

Sample #2 BigFuture Scholarships Week post	Sophomores and Juniors will soon be eligible to win $40,000 from BigFuture! Learn more during BigFuture Scholarships week. You can sign up at bigfuture.org/live #BigFutureAmbassador	

Images

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QUALIFYING FOR A
$40,000
SCHOLARSHIP
IS EASIER THAN...