



CFNC - NC Countdown to College – School Counselor Toolkit

Additional Content:

- Website links to include in posts:
 - [NC Countdown to College Homepage](#)
 - [NC Countdown to College Events Schedule and Registration for Virtual Events](#)
 - [NC Countdown to College Supplemental Resources](#)
 - [NC Countdown to College FAQs](#)
 - [College Application Checklist](#)
 - [Guaranteed Transfer Programs Flyer*](#)
 - [Statewide FAFSA Assistance Drive-In Events](#)
 - [FAFSA Homepage](#)
 - [FAFSA FAQ](#)
- [List of NC Colleges & Universities Participating in College Application Week*](#)
- [Social media graphics](#) – See suggested posts below to use with images.
- [Flyers, handouts, and presentations](#)
- YouTube:
 - [NC Countdown to College YouTube Playlist](#)
 - Promotional:
 - [CFNC: One Million](#)
 - [CFNC: Countdown to College 2021](#)
 - [CFNC: N.C. College Coaches Celebrate Countdown to College!](#)
 - Informational:
 - [CFNC: How to Create Your Account on CFNC.org](#)
 - [CFNC: How to Use College Search on CFNC.org](#)
 - [CFNC: Applications on CFNC.org](#)
 - [CFNC: Transcripts on CFNC.org](#)
 - [CFNC: How To Use Scholarship Search on CFNC.org](#)
 - [CFNC: How To Complete Residency Determination Service \(RDS\) on CFNC.org](#)
 - [CFNC: NC Countdown to College Overview for Educators 2021](#)

Social Media Posts:

Social Media Set 1: Countdown Posts

- **Instagram:** During the month of October, NC Countdown to College is supporting high school seniors while you complete three important steps to college: residency, FAFSA, and college applications. Visit CFNC.org to register for helpful webinars and learn how you can apply to many NC schools for free!
- **Facebook:** College application season begins in October. Check out the free online resources during NC Countdown to College on CFNC.org. Register for virtual sessions to complete residency, FAFSA, and college applications. Many NC schools are also waiving application fees during College Application Week. Check it out!
- **Twitter:** Do you have questions about the college application process? Check out NC Countdown to College on CFNC.org! They also have the inside scoop on free college applications!

Social Media Set 2:



- **Instagram:** Calling all high school seniors! If you're planning to attend college next year, completing the FAFSA is something you should check off your to-do list as soon as possible. It's the best way to qualify for grants, scholarships, student loans, and work-study programs. Have questions? Check out the free NC Countdown to College resources on CFNC.org.
- **Facebook:** During NC Countdown to College, completing the FAFSA is one of the items high school seniors should check off their college to-do list. It's the best way to qualify for grants, scholarships, student loans, and work-study programs. Need help? Check out the free online resources at CFNC.org.
- **Twitter:** Going to college next year? Completing the FAFSA is the best way to qualify for grants, scholarships, student loans, and work-study programs. Have questions? CFNC.org has free online resources.

Social Media Set 3:

- **Instagram:** There are only **XX** days left in College Application Week! This is your last chance to take advantage of waived college application fees when you apply on CFNC.org.
- **Facebook:** There are only **XX** days left in College Application Week! Waived college application fees are only available until 5pm this Friday, so don't delay! Get those applications in ASAP!
- **Twitter:** Seniors, have you finished all of your college applications? You only have **XX** days left to take advantage of waived fees when you apply on CFNC.org! Get your apps in ASAP!

Social Media Set 4:

- **Instagram:** College Application Week on CFNC.org is winding down. Students, if you haven't submitted your college applications yet, there's still time! You have until the deadline at 5:00 p.m. this Friday to make sure you've submitted your applications to the participating schools of your choice. Don't miss out on free applications!
- **Facebook:** College Application Week is almost over. Have you taken advantage of free college application to dozens of NC schools on CFNC.org? You have until 5:00 p.m. this Friday. Get those last applications in before the deadline.
- **Twitter:** Calling all high school seniors! Have you submitted all your college applications on CFNC.org? You only have until 5:00 p.m. this Friday to receive waived application fees to dozens of NC schools, so don't delay!

Social Media Set 5:

- **Instagram:** The end is in sight! The deadline for waived application fees on CFNC.org is this Friday at 5:00 p.m. Let us know in the comments which schools you've applied to during College Application Week and NC Countdown to College!
- **Facebook:** You've been working hard to complete your college applications during NC Countdown to College and we couldn't be prouder! College Application Week is almost over, so finish up any applications you have left as soon as possible. Let us know in the comments which schools you've applied to during College Application Week and NC Countdown to College!
- **Twitter:** Leave a comment with the schools you've applied to during College Application Week!

General Social Guidelines:

- Tag CFNC social media profiles in all social media posts.
 - Instagram – @mycfnc



- Facebook – @mycfnc
- Twitter – @CFNC
- Suggested Hashtags:
 - #CFNC, #myCFNC, #NC, #College, #NCCountdowntoCollege, #SaveForCollege, #PlanForCollege, #PayForCollege, #ApplyForCollege, #NorthCarolina #HigherEd, #C2C, #CollegeApp, #FAFSA, #RDS, #FinancialAid
- Brand References:
 - Always capitalize references to CFNC.org and CFNC
 - Motto: “We’re with you every step of the way.”