



YWLN #CollegeDreamTeam Social Media Ambassador ToolKit

YWLN is in the business of empowering New York City public school students to make the dream of college a reality. Our work across our 34 CollegeBound Initiative (CBI) partner schools – including our five Young Women’s Leadership Schools (TYWLS) – impacts more than 18,000 young women and young men. From early college awareness activities to personalized counseling and enrollment support, YWLN works with every student in a school, and their families, to identify the best college for their academic interests and financial needs.

The YWLN #CollegeDreamTeam Formula Works!



Student Leadership + The CBI Program + Community of Support + **YOU!**

Support our students and their families in the college process! Join YWLN for #GivingTuesday & become a Social Media Ambassador in 3 Easy Ways!

1

Subscribe to our social media pages



@ywln1



@ywln1



@ywln1

2

Post a shout-out to the person who helped you the most in the college application process & ask your friends to do the same

Take a selfie using the selfie kit below and be sure to tag @YWLN1 and #CollegeDreamTeam for a chance to win some prizes!

3

Share our campaign with your friends

Check out our campaign page at bit.ly/CollegeDreamTeam, and tell your friends about it too! \$25 pays for one family to attend a college application/ financial aid workshop at their school. See below for a list of suggested posts and content.



YWLN Social Media Ambassador Toolkit

Suggested Posts + Content

Selfie Kit

Use our selfie templates + instruction list below to post your unselfie!

Graphics + Photos

Use our graphics to accompany your posts. Check them out [here](#).

Social media post examples

Twitter:

On #GivingTuesday I support @ywln1's mission to build the ultimate #CollegeDreamTeam for more than 18,000 CollegeBound Initiative students in NYC. Learn more about how you can join the team here: <http://bit.ly/CollegeDreamTeam>

Since 2001, the @ywln1 #collegedreamteam has sent more than 13,000 students to college. The formula works: student leadership + the CBI program + community of support + YOU. Support whole families in the college process for #GivingTuesday! Learn more: <http://bit.ly/CollegeDreamTeam>

At @YWLN1's 34 CBI schools, DCCs lead parent orientations & workshops to help family members support their young leaders. This #GivingTuesday, help me support the #CollegeDreamTeam - \$25 pays for 1 family to attend a workshop at their school: <http://bit.ly/CollegeDreamTeam>

This #GivingTuesday, help me support the @YWLN1 #CollegeDreamTeam & give a shout out to the person who helped you the most in the college app process! Special thanks to _____ who is on my personal dream team! Read more: <http://bit.ly/CollegeDreamTeam>

Facebook/ Instagram:

On #GivingTuesday I'm choosing to support @YWLN's mission to build the ultimate #CollegeDreamTeam for more than 18,000 CollegeBound Initiative students in NYC. Learn more about how you can join the team here: <http://bit.ly/CollegeDreamTeam>

YWLN'S CBI program offers personalized college counseling and parent supports to every student. This #GivingTuesday, help me support the #CollegeDreamTeam - \$25 pays for 1 family to attend a workshop at their school: <http://bit.ly/CollegeDreamTeam>

This #GivingTuesday, help me support the @YWLN1 #CollegeDreamTeam & give a shout out to the person who helped you the most in the college app process! Special thanks to _____ who is on my personal dream team! Read more: <http://bit.ly/CollegeDreamTeam>

#GI^{VE}INGTUESDAY™



#CollegeDreamTeam Selfie Kit



Step 1:

(Optional) Print out the template below!

Step 2:



Help our students reach their dreams of higher education - *literally*! Hold up the template on one hand and raise your other hand high (or raise both hands if you don't have the template). We'll be compiling the photos together to show the amazing impact of a whole team working together to lift up our students!

Step 3:

Share your selfie on social media! Check out our social media toolkit for suggested posts!

*I support the YWLN
#CollegeDreamTeam*



#GI^YINGTUESDAY™