This is a brief, internal social media and marketing guide for the GEAR UP community to utilize during National GEAR UP Week.

**Key Event Messages**

#iheartGEARUP because it has changed our communities  
#GEARUPworks and here is the proof!  
Education Equity is Important  
Everyone should advocate for GEAR UP  
*Celebrate the work we’ve done*  
*March to a Million*  
Together We Rise

**Social Media Handles & Relevant Websites**

- twitter.com/edpartnerships  
- instagram.com/edpartnerships  
- facebook.com/NCCEP  
- youtube.com/edpartnerships  
- edpartnerships.org  
- edpartnerships.org/our-goals  
- edpartnerships.org/nguw  
- edpartnerships.org/toolkits

**Event Hashtags**

Always Necessary:  
#GEARUPworks  

National GEAR UP Week:  
#GUWeek

**Key Things to Know**

Tagging is a way to interact with other users by utilizing their handle and to alert them that you have included them in your post.

Hashtags are a way to participate in online conversations about a specific topic and a way you can search terms and find specific topic discussions online.

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Suggested Twitter Posts

- It’s National #GUweek! Follow along as we celebrate the success of students in our communities and mobilize our champions to support GEAR UP because we know that #GEARUPworks
- This week during National #GUweek, we are going to share our #GEARUPworks stories. Follow along and share your GEAR UP story!
- We’re committed to ensuring that our nation’s youth are college & career ready. Join us in celebrating and advocating for GEAR UP this week during National #GUweek #GEARUPworks
- #GEARUPworks because of the support over half a million students across the U.S. receive everyday in pursuit of their dreams. Join us in elevating the message and mobilizing our communities this week during National #GUweek!

My #GEARUPworks Story Script

"#GEARUPworks in [state or city] because [number of students] have benefited from participating in the program this year! As a part of GEAR UP, I have had the opportunity to witness the impact of the program first hand. It is time to elevate the message and mobilize our champions so that GEAR UP can continue to change the future of this country. Join me in celebrating this week during National GEAR UP Week."

Best Practices

- **Identify a member of your team** to be the person responsible for remembering to take photos, Tweet, and share images with NCCEP.
- Create opportunities for people to see your posts and connect with you by **interacting** with other users.
- Social media is a two-way street - this means you need to **create a dialogue**.
- **Be consistent.** When creating an engaging personality on social media, you need to be seen as a reliable source for information or commentary. This means being consistent in how often you post and engage with others on social media.

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