









Social Media Promotional Plan for your AccessLex Workshop: Financing Your Legal Education

Timing	Suggested Platform	Suggested Messaging for Pre-Law Students	Suggested Images	Link to Related Web Content
As soon as your presentation date is confirmed.	 Your Events Calendar	You want to go to law school. But, how will you pay for it? And what else do you need to know now to put yourself in the best position for the future? This workshop answers the questions you should be asking before, during and after law school to make informed financial decisions every step of the way. Workshop: Financing Your Legal Education When: <date and time> Where: <room number and building> RSVP/Register: <if applicable>		AccessLex.org/FinancingYourLegalEducation
Start 3 weeks* before the workshop and repeat reminders 2x per week and the morning of the workshop.	 Twitter	Thinking about #lawschool? Join @AccessLexInst on <dd/mm> at <time> in <location> to learn about #FinancingYourLegalEducation.		AccessLex.org/FinancingYourLegalEducation Or link to your events calendar, if applicable.
Start 3 weeks* before the workshop and repeat reminders 1x per week and the morning of the workshop.	 Facebook	The investment in your law degree begins long before your first day of class. Learn the questions you should be asking before, during and after law school to make the best financial decisions. Join us for the AccessLex Institute workshop "Financing Your Legal Education" on <dd/mm> at <time> in <location>.		AccessLex.org/FinancingYourLegalEducation Or link to your events calendar, if applicable.
Start 3 weeks* before the workshop and post reminders with different images 2x per week and the morning of the workshop.	 Instagram	Thinking about #lawschool? Join @AccessLexInst on <dd/mm> at <time> in <location> to learn about #FinancingYourLegalEducation.		AccessLex.org/FinancingYourLegalEducation Or link to your events calendar, if applicable.

*Note: Mark your calendars with these dates as a reminder to kick off the promotional campaign for your students.