

Social Media Promotional Plan for your AccessLex Workshop: The Road to Zero: A Strategic Approach to Student Loan Repayment

Timing	Suggested Platform	Suggested Messaging for Students	Suggested Images	Link to Related Web Content
As soon as your presentation date is confirmed.	 Your Events Calendar	<p>Student loan repayment can feel overwhelming, but you can chart a path to a debt-free future. Covering all of the essential details, including repayment plan options, consolidation, loan forgiveness and more, this workshop will provide the information and next steps you need to get you on the road to zero student debt.</p> <p>Workshop: The Road to Zero: A Strategic Approach to Student Loan Repayment When: <date and time> Where: <room number and building> RSVP/Register: <if applicable></p>		AccessLex.org/RoadToZero
Start 3 weeks* before the workshop and repeat reminders 2x per week and the morning of the workshop.	 Twitter	<p>Create a repayment strategy that's right for you. Join @AccessLexInst on <dd/mm> at <time> in <location> and get on the #RoadToZero</p>		AccessLex.org/RoadToZero <i>Or link to your events calendar, if applicable.</i>
Start 3 weeks* before the workshop and repeat reminders 1x per week and the morning of the workshop.	 Facebook	<p>Strategy is key to student loan success. Attend the AccessLex Institute workshop "The Road to Zero: A Strategic Approach to Student Loan Repayment" on <dd/mm> at <time> in <location> and get your strategy started.</p>		AccessLex.org/RoadToZero <i>Or link to your events calendar, if applicable.</i>
Start 3 weeks* before the workshop and post reminders with different images 2x per week and the morning of the workshop.	 Instagram	<p>Create a repayment strategy that's right for you. Join @AccessLexInst on <dd/mm> at <time> in <location> and get on the #RoadToZero</p>		AccessLex.org/RoadToZero <i>Or link to your events calendar, if applicable.</i>

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