









# Social Media Promotional Plan for your AccessLex Workshop: Maximizing Your Law School Dollars

Timing	Suggested Platform	Suggested Messaging for Pre-Law Students	Suggested Images
As soon as your presentation date is confirmed.	 Your Events Calendar	What you borrow to finance your education today can have a significant impact on your financial well-being tomorrow. Join us for the AccessLex Institute workshop “Maximizing Your Law School Dollars” to learn more about the financial aid process and the basics of student loans.  <b>Workshop:</b> Maximizing Your Law School Dollars <b>When:</b> <date and time> <b>Where:</b> <room number and building> <b>RSVP/Register:</b> <if applicable>	
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 the basics of #studentloans.	
Start 3 weeks* before the workshop and repeat reminders 1x per week and the morning of the workshop.	 Facebook	What you borrow to finance your education today can have a significant impact on your financial well-being tomorrow. Join us on <dd/mm> at <time> in <location> for the AccessLex Institute workshop “Maximizing Your Law School Dollars” to learn more about the financial aid process and the basics of student loans.	
Start 3 weeks* before the workshop and post reminders 2x per week and the morning of the workshop.	 Instagram	Thinking about #lawschool? Join @AccessLexInst on <dd/mm> at <time> in <location> to learn the basics of #studentloans.	

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