









# Social Media Promotional Plan for your AccessLex Workshop: Optimizing Law School Decisions

Timing	Suggested Platform	Suggested Messaging for Pre-Law Students	Suggested Images
As soon as your presentation date is confirmed.	 Your Events Calendar	<p>Law school applicants have to make a lot of decisions - decisions with real financial and career consequences. Join us for the AccessLex Institute workshop “Optimizing Law School Decisions” to get insights on topics like law school selection, merit scholarships, application timelines and the rolling admissions cycle, and to review the main components of the strongest law school applications.</p> <p><b>Workshop:</b> Optimizing Law School Decisions  <b>When:</b> &lt;date and time&gt;  <b>Where:</b> &lt;room number and building&gt;  <b>RSVP/Register:</b> &lt;if applicable&gt;</p>	
Start 3 weeks* before the workshop and repeat reminders 2x per week and the morning of the workshop.	 Twitter	<p>Law school applicants have a lot of decisions to make. Join @AccessLexInst on &lt;dd/mm&gt; at &lt;time&gt; in &lt;location&gt; to learn how to optimize your #lawschool decisions.</p>	
Start 3 weeks* before the workshop and repeat reminders 1x per week and the morning of the workshop.	 Facebook	<p>Law school applicants have to make a lot of decisions - decisions with real financial and career consequences. Join us on &lt;dd/mm&gt; at &lt;time&gt; in &lt;location&gt; for the AccessLex Institute workshop “Optimizing Law School Decisions” to get insights on topics like law school selection, merit scholarships, application timelines and the rolling admissions cycle and to review the main components of the strongest law school applications.</p>	
Start 3 weeks* before the workshop and post reminders 2x per week and the morning of the workshop.	 Instagram	<p>Law school applicants have a lot of decisions to make. Join @AccessLexInst on &lt;dd/mm&gt; at &lt;time&gt; in &lt;location&gt; to learn how to optimize your #lawschool decisions.</p>	

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