

Social Media Guide for DiscoverU Partners

Thank you for your support of DiscoverU! A big aspect of DiscoverU is participants sharing their involvement via social media. Please utilize these sample posts as a starting point and feel free to tailor as needed. If you have any questions or need additional materials, please email info@discoveruwa.org.

Topic Ideas for Social Media

- **Prior to DiscoverU Week:** highlight involvement in DiscoverU, build excitement, information about career pathways within your organization
- **During DiscoverU Week:** utilize [themed activity days outlined on DiscoverU website](#), highlight your organization's DiscoverU activities, information about career pathways within your organization

Graphics Available for Use ([accessible via Dropbox](#))

- DiscoverU Logo
- DiscoverU Posters

SAMPLE TWEETS

We are supporting career & college exploration for students during #DiscoverUWA Oct 17-21! Learn more at www.discoveruwa.org *[126 Characters]*

We're excited for #DiscoverUWA – a week for students to explore their interests and think about their futures! www.discoveruwa.org *[124 Characters]*

[Organization Name] is a proud partner of #DiscoverUWA – helping kids explore career pathways! More info: www.discoveruwa.org *[105 characters w/o Company Name]*

[Organization Name] staff are participating in #CollegeGearWednesday during #DiscoverUWA week! Please join us! www.discoveruwa.org *[110 characters w/o Company Name]*

SAMPLE FACEBOOK POSTS

[Organization Name] is excited to participate in #DiscoverUWA, a week for students across Seattle and South King County to explore career and college options! More info: www.discoveruwa.org

#DiscoverUWA week is almost here! [Organization Name] is getting involved by having our employees participate in the themed activity days and [other activity]! More info: www.discoveruwa.org

Three simple steps to get involved with #DiscoverUWA: 1. Wear your college or career gear 2. Discuss your education or career path with students 3. Lead a fun college or career exploration activity. More info: www.discoveruwa.org