**TESTING & EDUCATION REFERENCE CENTER**

**Social Media Posts**

Primary Audience: High school students prepping for college

Secondary Audience: Adult looking for support with citizenship, joining the military, going to graduate school or college—or with children who are

**How to Use:** (1) Copy and paste the description into your Facebook or Twitter page. (2) Add a hyperlink to your library’s website or *Testing & Education Reference Center*product page. Shorten the link with bit.ly, if needed.

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|  | POST COPY/TEXT | Facebook | Twitter |
| 1 | **YOU’RE UP TO THE TEST**Prepare for standardized tests and college. Get information on college programs, tuition assistance, and careers. Access >> <hyperlink to your library’s website or Testing & Education Reference Center product page>  | Yes | Yes w/o headline |
| 2 | Plan your college funding with the scholarship search, financial aid award analyzer, and college savings calculator. Learn more >><hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 3 | Search 4,000+ accredited schools with results on location, tuition, academics, admission requirements, campus life, and more.Access now >> <hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 4 | Plan your college funding with the scholarship search, financial aid award analyzer, and college savings calculator. Learn more >><hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 5 | Prepare for PSAT, PACT, ACT, SAT, and more. Get information on college programs, tuition assistance, and career advice. Explore more >> <hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 6 | Prepare for LSAT, MCAT, and more. Get information on graduate programs, tuition assistance and career advice. Explore now>> <hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 7 | Feeling stressed about your career path? Use The Resume Builder and Virtual Careers Library to help build career skills. Access now for free >> <<hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 8 | Prepare for GED, TOEFL, U.S. citizenship, the military and more. Explore test prep >> <hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 9 | Help your kids prepare to pass PSAT, PACT, ACT, SAT and more. Get information on colleges and tuition assistance. Learn more >> <hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 10 | Testing & Education Reference Center helps students and professionals prepare for standardized tests, school, or career changes. Access now >> <hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |
| 11 | Achieve your career and education goals with Standardized test prep, college information and career planning,Access for free >> <hyperlink to your library’s website or Testing & Education Reference Center product page> | Yes | Yes |

*\*As of November 2017, tweet character counts have risen from 140 to 280, although readership is higher if tweets stay short.*