Opportunity Ambassadors
Social Media Campaign Tips

Here are some ways to make an impact as an Ambassador online:

Use your personal social media accounts, get permission to use a school account, or create a new account to share information about the College Board Opportunity Scholarships, College Board's College Search tool, Official SAT Practice on Khan Academy®, FAFSA, College Applications, and your Ambassador activities at your school or district. These include, among others, Twitter, Facebook, Snapchat, and Instagram.

- **General College Board Opportunity Scholarships Updates**
  - Post the scholarship steps that are open that specific month and their deadlines. Post tips for each scholarship step.
  - If someone in your school has won an Opportunity Scholarship, ask their permission to share their story. Also interview the winners.

- **College Board’s College Search tool**
  - Post tutorials on how students can build a college list with the tool

- **Official SAT Practice on Khan Academy**
  - Post working sessions, presentations, or office hours you’re hosting
  - Repost content from College Board social media accounts.

- **Share ambassador activities**
  - Share behind-the-scenes moments from virtual meetings, study sessions, or info sessions.
  - Recruit new members

- **Engage with other accounts**
  - Tag your district, counseling office, or College Board on:
    - Twitter: @CollegeBoard, @OfficialSAT, @MyBigFuture
    - Instagram: @collegeboard
    - Facebook: The College Board, MyBigFuture

If someone asks you how they can participate in the Opportunity Scholarships, ask them to sign up at: [cb.org/opportunity](http://cb.org/opportunity).