

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](https://collegeboard.org/opportunity).