Opportunity Ambassadors
Social Media Campaign Tips

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

Social Media Accounts

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, SAT®, 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.

- **College Board Opportunity Scholarships**
  - 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.

- **SAT and Official SAT Practice**
  - Post working sessions, presentations, or office hours you’re hosting
  - Share upcoming SAT test dates.
  - Repost content from College Board social media accounts.

- **Ambassador activities**
  - Share behind-the-scenes moments from meetings, study sessions, or booths.
  - Recruit new members this way.

- **Social media**
  - Tag your district, counseling office, or College Board on:
    - Twitter: @CollegeBoard, @OfficialSAT, @MyBigFuture
    - Instagram: @collegeboard
    - Facebook: The College Board, MyBigFuture

Share Tips

When not posting Ambassador activities, take the time to share tips and tricks for College Board Opportunity Scholarships, SAT practice, and/or college readiness. If you’re a returning Ambassador, tell new Ambassadors the best ways to promote practice through social media.

If someone asks you how they can participate in the Opportunity Scholarships, send them to: cb.org/opportunity.