

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