

EMBARGOED UNTIL AFTER OFFICIAL LIST RELEASE ON DECEMBER 8, 2016

2017 Military Friendly® Schools Social Media Tips **Announcing Your Award on Social Media and in Digital Media**

Congratulations on becoming a 2017 Military Friendly® Award recipient! You're among the top Military Friendly® Schools to achieve this honor. We encourage you to share your success with students and followers on your school's official social media sites, as well as with personal and/or business connections. Be sure to include your award in email newsletters and on your website!

Post Suggestions:

Twitter

Make sure to hashtag #militaryfriendly and mention @Mil_Friendly

- @Mil_Friendly names [YOUR SCHOOL'S TWITTER HANDLE] a 2017 Military Friendly® [AWARD LEVEL] award winner. Proud to support our veterans!
- [YOUR SCHOOL'S TWITTER HANDLE] is a 2017 Military Friendly® [AWARD LEVEL] award recipient!
- We've been selected Military Friendly® [AWARD LEVEL] level award winners.
- We earned the 2017 [AWARD LEVEL] award from @Mil_Friendly.
- Excited to receive the 2017 Military Friendly® [AWARD LEVEL] level award!

Facebook

Make sure to hashtag #militaryfriendly and mention @militaryfriendly

- @MilitaryFriendly names [YOUR SCHOOL] a 2017 [AWARD LEVEL] level award winner. Find out more about awards at militaryfriendly.com/awards/.
- We're a 2017 Military Friendly® [AWARD LEVEL] award recipient and proud to support our student veterans. Check out our resources on campus at [LINK / PHOTO].
- We're proud to announce that today we earned the 2017 Military Friendly® [AWARD LEVEL] award. See why we received this year's award - check out our programs at [LINK TO YOUR WEBSITE].
- Our Military Friendly® programs have earned us the 2017 [AWARD LEVEL] level award in the category of [CATEGORY], given by militaryfriendly.com We're proud to serve our student veterans!

LinkedIn

Official Page Suggestions: Make sure to hashtag #militaryfriendly

- [YOUR SCHOOL] has been named a 2017 Military Friendly® [AWARD LEVEL] award winner. We're proud to support our veterans—and proud of our students.
- Know a veteran or service member looking to go back to school? Tell them [YOUR SCHOOL] is a Military Friendly® [AWARD LEVEL] award level school. [MENTION ANY SPECIFIC RESOURCES WITH LINK / PHOTO]
- We're honored to have received the 2017 Military Friendly® [AWARD LEVEL] award, given by militaryfriendly.com. Find out the programs we have available for student veterans and their families. [LINK TO VETERAN RESOURCES]
- Veterans or service members— Are you looking to go back to school? As a Military Friendly® [AWARD LEVEL] level award recipient, we're devoted to helping you choose the right career path and succeed in your journey. See all of the opportunities available to you. [LINK TO WEBSITE]

Personal Profile Suggestion: Make sure to hashtag #militaryfriendly

- I'm proud [TO WORK AT / BE AN ALUM OF] [SCHOOL]. We've earned the elite Military Friendly® [AWARD LEVEL] level award for 2017. [MENTION ANY SPECIFIC RESOURCES WITH LINK / PHOTO]

Pinterest/Instagram

Post photos of students participating in veteran activities or programs, student veteran center, veteran center staff (with permissions), and other resources you make available to your student resources board(s).

Additional Resources:

Here are some social media resources we found helpful that we want to share with you!

Note: Victory Media did not produce the following content, nor do we partner with the following bloggers.

Best times to post

<http://trackmaven.com/blog/2016/10/best-times-to-post-social-media>

Writing winning content - Pay close attention to *character count cheat sheet* and *writing tips for each network*

<http://coschedule.com/blog/how-to-write-for-social-media/>

General social tips and tricks

<http://www.socialmediaexaminer.com/>

http://mashable.com/social-media/?utm_cid=mash-prod-nav-ch

<https://blog.bufferapp.com/>

<https://blog.hootsuite.com/>