

Early Engagement Social Media Resources



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Fitting Social Media into Your Student Outreach Campaigns

Encouraging students to connect with their student loan servicer while they're in school helps them learn about their loans and repayment options, know how much they owe, and learn to budget and borrow wisely. Social media is a great way to reach current students with that message! Share sample content in this document—or use the following tips and links to create your own social media content—to promote early engagement. (For more help with early engagement, ask your [Great Lakes representative](#) about using delinquency prevention campaigns, available in Portfolio Navigator's Action Center.)

Sample Content to Tweet or Share

Share the following sample posts on your school's Facebook page or Twitter feed. For more ready-to-go posts and tweets you can share with your students, see [@MyGreatLakes](#) or www.facebook.com/mygreatlakes.

Sample Posts for Your School's Facebook Page



Figure 1. Example of a post referring students to the National Student Loan Data System (NSLDS) to find their student loan servicer

<https://www.facebook.com/mygreatlakesFAP/posts/904622946279640>



Figure 2. Example of a post referring students to their student loan servicer for repayment options

<https://www.facebook.com/mygreatlakesFAP/posts/904671599608108>



Figure 3. Example of a post with a video that instructs students on how to find their student loan servicer

<https://www.facebook.com/mygreatlakesFAP/posts/904671189608149>



Figure 4. Example of a post that refers students to their loan servicer if they're worried about their student loans

<https://www.facebook.com/mygreatlakesFAP/posts/908392189236049>

Sample Tweets for Your School's Twitter Feed



Figure 5. Example of a tweet referring students to NSLDS to find their student loan servicer

<https://twitter.com/MyGreatLakesFAP/status/643968902632968192>



Figure 6. Example of a tweet referring students to their student loan servicer for repayment options

<https://twitter.com/MyGreatLakesFAP/status/645055156384628736>

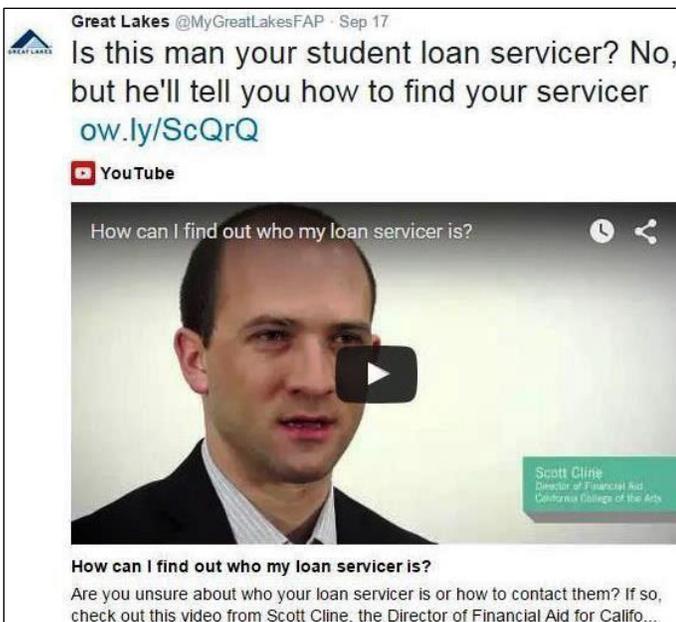


Figure 7. Example of a tweet with a video that instructs students on how to find their student loan servicer

<https://twitter.com/MyGreatLakesFAP/status/644679902374064128>



Figure 8. Example of a tweet that refers students to their student loan servicer if they're worried about their student loans

<https://twitter.com/MyGreatLakesFAP/status/645970449541808128>

Tips for Creating Content That Works

Once you've gotten comfortable with sharing content through your Twitter feed and on your Facebook page, you'll want to keep your eyes out for useful, engaging content you can use to create your own social media messages. Keep in mind these important basics.

- Choose one key learning outcome and link to a resource that addresses it.
- Timing is everything. Choose topics that resonate with students now.
- Include a video or an image to attract attention and increase response to your content.
- Keep tweets to 140 characters or fewer, including the link.

Suggested Links to Help Students Find and Connect with Their Servicer

Share the following links with current students by copying text from the Sample Content Description and URL column, and pasting it into a new Facebook post or tweet. Or, write your own description and paste just the URL in your post. An image displays for most links, which you can keep or delete. You can also keep or delete the URL.

Topic	Link Name	Sample Content Description and URL
Finding Your Loan Servicer	How Can I Find Out Who My Loan Servicer Is? Federal Student Aid (FSA) Video (:34)	Learn how to find and connect with your student loan servicer for repayment planning help. https://www.youtube.com/watch?v=OQ0mDx3NLpQ
	Servicer Contact Information FSA Webpage	Know who your loan servicer is, but not how to reach them? http://ifap.ed.gov/ifap/helpContactInformationDetailedList.jsp?lsc=2
The Role of the Loan Servicer	Understanding Repayment: Servicers FSA Webpage	Wonder how your loan servicer can help you, and when you should contact them? https://studentaid.ed.gov/sa/repay-loans/understand/servicers
Basics of Student Loans	Direct Loan Basics for Students FSA Handout (PDF)	What do loan servicers do? Why do they need to reach you? https://studentaid.ed.gov/sa/sites/default/files/direct-loan-basics-students.pdf
	How Well Do You Understand Your Loans? State University of New York Video (2:52)	Learn about your student loans, wise borrowing, your loan servicer's role, and how to find them. https://www.youtube.com/watch?v=fwZnm9UcA6U

Topic	Link Name	Sample Content Description and URL
Tracking Loans with Servicer Help	How Can I Keep Track of My Federal Student Loan Balance? FSA Video (:32)	Wondering how much your student loan balance is? https://www.youtube.com/watch?v= QmgvPM2jT0
	Be a Responsible Borrower: Plan Ahead and Graduate With Less Debt FSA Booklet (PDF)	Can planning and budgeting now help with loan repayment later? https://studentaid.ed.gov/sa/sites/default/files/responsible-borrower.pdf
Planning for Repayment with Servicer Help	Repayment: What to Expect FSA Video (2:20)	Why it pays to contact your loan servicer now for loan details and info on repayment plans. https://www.youtube.com/watch?v=oJHySMdXjxE
	How to Manage Your Student Loans FSA Video (2:27)	Who helps you change repayment plans, or apply for deferment or forbearance? Your loan servicer. https://www.youtube.com/watch?v=flG4gFliZzU
	Repayment Estimator FSA Tool	Estimate student loan payments now. Contact your servicer! https://studentloans.gov/myDirectLoan/mobile/repayment/repaymentEstimator.action
	When It's Time to Repay FSA Infographic	Choose or change your repayment plan with your servicer's help. https://studentaid.ed.gov/sa/sites/default/files/repayment-plans-graphic.png
	Why Is It So Important to Pay Your Student Loans? Financial Aid Unplugged Video (2:45)	"Uptown Funk" parody: Don't Default on Your Loans! https://www.youtube.com/watch?v=rFrDgmZY-rl

Links to Free Servicer Resources

Most servicers provide helpful resources for current students, so you'll want to explore their websites to find content that fits into your social media campaign.

Links to Great Lakes Servicer Resources by Topic

The following Great Lakes resources—organized by topic—offer helpful general information about the loan process, budgeting, borrowing, and repayment for all your students. Since these links are branded by Great Lakes, you'll want to rotate them in with other types of information you share through your social media strategy.

Again, to easily share any of these links, copy all the text from the Sample Content Description and URL column, and then paste it into a new post on Facebook or tweet it to your followers. Or, write your own description. An image displays for most of these links, which you can keep or delete. You may find some links offer an option to select from one or more images using arrows appearing over the image.

Topic	Link Name	Sample Content Description and URL
Servicers Offer Free Help with Loans	Don't Pay a Fee for Student Loan Help That's FREE	Student loan help is free from your servicer! Don't pay a fee! https://www.mygreatlakes.org/educate/knowledge-center/free-services.html

Topic	Link Name	Sample Content Description and URL
Understanding Student Loans and Financial Aid	Student Loans Are Unique	Student loans are different than other types. Do you know how? https://www.mygreatlakes.org/educate/knowledge-center/unique.html
	Student Loan Options	Understand student loans, and graduate with less debt. https://www.mygreatlakes.org/educate/knowledge-center/student-loan-options.html
	Common Student Loan Myths	Mythbusters: Student loans debunked. https://www.mygreatlakes.org/educate/knowledge-center/loan-myths.html
Planning for Repayment	Top Six Ways to Reduce What You Owe	Learn how to lighten your student loan debt load for later. https://www.mygreatlakes.org/educate/knowledge-center/reduce-what-you-owe.html
	The Path to Repayment	From school to student loan repayment...what do you need to know? https://www.mygreatlakes.org/educate/knowledge-center/path-to-repayment.html
Understanding Budgeting, Banking, Credit, and Taxes	Successful Budgeting	How to create and check your budget, and why it matters. https://www.mygreatlakes.org/educate/knowledge-center/successful-budgeting.html
	Banking Basics	Tips to grow your money: Credit unions and banking services. https://www.mygreatlakes.org/educate/knowledge-center/banking-basics.html
	Why Credit is Important	The whats, whys, and hows of credit and student loans. https://www.mygreatlakes.org/educate/knowledge-center/credit.html
	Your Education and Taxes	Learn about educational tax benefits and the impact of taxes on income. https://www.mygreatlakes.org/educate/knowledge-center/paychecks.html
	Preventing Identity Theft	No laughing matter: Protect yourself from identity theft. https://www.mygreatlakes.org/educate/knowledge-center/identity-theft.html
Repayment Strategies	Create Your Student Loan Repayment Strategy	Find out what you owe and plan now for student loan repayment. https://www.mygreatlakes.org/educate/knowledge-center/repayment-strategy.html