**Hidden Figures: A Framework to Increase Access to Financial Aid**

**Social Media Toolkit**

According to research, California’s state colleges are among those with the highest mobility rates; meaning students who come from low-income families, are able to have access to a brighter, more prosperous future. Unfortunately, there are racial equity gaps in obtaining a college degree in California.

Our state must do more to invest in our students; to give them the financial assistance they need to allow them to go to college and make a better life for themselves. As part of the All in For Financial Aid Campaign, new research from The Education Trust–West, *“Hidden Figures: A Framework to Increase Access to Financial Aid”* elevates five “components of success” –insights from diverse, cutting-edge districts and schools about best practices and strategies that are helping to close equity gaps.

Please join us in raising awareness about the need for this statewide solution. Below you can find sample Twitter, Facebook and Instagram content including associated images you can download to accompany your posts. We also invite you to use the language and images for your organization’s newsletters.

**Relevant Handles**

@edtrustwest

**Links:**bit.ly/etwhiddenfigures
bit.ly/Allin4FinancialAid

**Suggested Hashtags**

#Allin4FinancialAid

#FinAid

#CAHigherEd

#HiddenFigures

**Twitter**

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| The pathway from HS to college should be accessible for all students. Ensuring students complete #FinAid applications can espcially benefit low-income students of color. Check out @edtrustwest’s #HiddenFigures research brief to learn more bit.ly/etwhiddenfigures #EdEquity  | No graphic. Link will Autopopulate Image. |
| #CA students have less than a month to complete their financial aid applications! @edtrustwest highlights 5 actions educators can take to improve financial aid awareness in their school: [www.edtrustwest.org/financial-aid-toolbox/](http://www.edtrustwest.org/financial-aid-toolbox/)  | [All in 4 Financial Aid Student Image](https://drive.google.com/file/d/1lEOPp4lGSPi-xwPAmr3AUkcoFUudx27G/view?usp=sharing) |
| #DYK CA colleges/universities rank top tier for providing low-income students access to a more prosperous future? However, one of the barriers to #CAHigherEd is college affordability. We can change that by going #Allin4FinancialAid bit.ly/Allin4FinancialAid #CollegeAccess  | [Graphic illustrating how FAFSA completion varies by socioeconomic background.](https://drive.google.com/file/d/1rlaoeF3NCii45gjm-L6Ox2DEb_paYDT_/view?usp=sharing) |
| In the past 2 years combined, nearly half a million high school seniors in #CA did not complete a financial aid application. Check out @EdTrustWest's newest resources for policies and practices that ensure every student applies for #finaid. #Allin4FinancialAid #EdEquity  | [Graphic illustrating: In the past two years combined, nearly half a million high school seniors in the state did not complete a financial aid application](https://drive.google.com/file/d/1Yd_MobdZnSdEoE_0SP5QC2gqNX-IkF0e/view?usp=sharing). |
| #CA has a higher than average poverty rate yet ranked 30th in the country for #FinAid application completion in 2018. Let's strengthen the bridge between low-income students and a college education. bit.ly/Allin4FinancialAid #Allin4FinancialAid #CollegeAccess  | [Graphic illustrating: In the past two years combined, nearly half a million high school seniors in the state did not complete a financial aid application](https://drive.google.com/file/d/1Yd_MobdZnSdEoE_0SP5QC2gqNX-IkF0e/view?usp=sharing). |
| #DidYouKnow February is Financial Aid Awareness Month? @edtrustwest highlights five actions educators can take to improve financial aid awareness and completion: [www.edtrustwest.org/financial-aid-toolbox/](http://www.edtrustwest.org/financial-aid-toolbox/) | [All in 4 Financial Aid Student Group Image](https://drive.google.com/file/d/1_eXy5JdccSlAcQu5F39pNcNtEow534rZ/view?usp=sharing) |
| What are some ways to increase #finaid application completion rates in California? @EdTrustWest’s newest research report amplifies the successful strategies to ensure every student applies for financial aid. bit.ly/etwhiddenfigures #Allin4FinancialAid #EdEquity  | No graphic. Link will Autopopulate Image. |
| #CA leaves nearly $550 million on the table every year in federal and state #finaid. It’s time to go #Allin4FinancialAid so low-income students and students of color have the resources needed to fund their future. Learn more: bit.ly/Allin4FinancialAid #EdEquity #HiddenFigures  | [Graphic illustrating: California students left up to $0.5 billion in federal financial aid they were likely eligible for.](https://drive.google.com/file/d/1Jr1-ZEkdu2j1iR-Di8r9MLH5dL-19eRA/view?usp=sharing) |
| In 2018, only 54% of CA graduating seniors completed the #FAFSA or #CADreamAct. It’s time to go #Allin4FinancialAid so every student is aware of their financial aid options. Learn more about how schools & districts are going ALL IN: bit.ly/Allin4FinancialAid | [Graphic illustrating: only 53% of graduating seniors completed the FAFSA or the CADAA in 2017-18.](https://drive.google.com/file/d/1f2pRnQurUKIRbG28N_wp8S6q1jqWVaKs/view?usp=sharing) |
| NEW RESEARCH: Districts and schools are implementing policies and practices that can increase #finaid application completion rates for low-income students + students of color. Learn more via @EdTrustWest's #HiddenFigures brief: bit.ly/etwhiddenfigures #Allin4FinancialAid | [Hidden Figures: 5 Components of Success Infographic](https://drive.google.com/file/d/1YFsk_eULzgKXPHol-yCwniKEfW6EZthZ/view?usp=sharing) |
| Students cannot wait. It’s time to go #Allin4FinancialAid and ensure every student has the opportunity to apply for #finaid. Take a look at @EdTrustWest's #HiddenFigures report to see what schools and districts are doing to support their students: bit.ly/etwhiddenfigures | No graphic. Link will Autopopulate Image. |
| JUST RELEASED: Check out @EdTrustWest’s #HiddenFigures research brief to learn more about what schools and districts are doing to increase access to #finaid bit.ly/etwhiddenfigures | No graphic. Link will Autopopulate Image. |

**Facebook**

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| With some of the highest mobility rates in the country, #CA colleges and universities are crucial in providing students access to a more promising future. Our work, however, does not stop there. We must ensure all students have access to #HigherEd in California. Learn more via @EdTrustWest bit.ly/Allin4FinancialAid  | [Graphic illustrating how FAFSA completion varies by socioeconomic background.](https://drive.google.com/file/d/1rlaoeF3NCii45gjm-L6Ox2DEb_paYDT_/view?usp=sharing) |
| California students are not receiving the #FinAid they deserve because they do not have the support needed to complete their financial aid applications. Check out @EdTrustWest's newest resources for policies and practices that ensure every student applies for #finaid bit.ly/Allin4FinancialAid. #Allin4FinancialAid  | [Graphic illustrating: In the past two years combined, nearly half a million high school seniors in the state did not complete a financial aid application](https://drive.google.com/file/d/1Yd_MobdZnSdEoE_0SP5QC2gqNX-IkF0e/view?usp=sharing). |
| California has a higher than average poverty rate yet ranked 30th in the country for #FAFSA completion in 2018. Let's strengthen the bridge between low-income students and a college education. Check out @EdTrustWest's newest resources for policies and practices that ensure every student applies for financial aid: bit.ly/Allin4FinancialAid #Allin4FinancialAid #HiddenFigures | [Graphic illustrating: In the past two years combined, nearly half a million high school seniors in the state did not complete a financial aid application](https://drive.google.com/file/d/1Yd_MobdZnSdEoE_0SP5QC2gqNX-IkF0e/view?usp=sharing). |
| We want to integrate financial aid applications into a high school student's journey. Why? Because it works. Read about @EdTrustWest’s research here: bit.ly/Allin4FinancialAid #Allin4FinancialAid  | [Graphic illustrating success at Val Verde Unified School District.](https://drive.google.com/file/d/1HcmrFi89P_HZYBoXVhiaEVC2zOM184ea/view?usp=sharing)  |
| Many students do not complete the #FAFSA or #CADreamAct because they believe they are ineligible to receive #finaid. Every year, California leaves nearly $550 million in federal and state financial aid on the table. In order to utilize these resources, schools and districts need to go #Allin4FinancialAid so low-income students of color have the resources needed to fund their future. Learn more about what schools and districts are doing to go ALL IN in @EdTrustWest’s latest research: bit.ly/Allin4FinancialAid  | [Graphic illustrating: California students left up to $0.5 billion in federal financial aid they were likely eligible for.](https://drive.google.com/file/d/1Jr1-ZEkdu2j1iR-Di8r9MLH5dL-19eRA/view?usp=sharing) |
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**Instagram**

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| #DYK: California colleges and universities have some of the highest mobility rates in the country, helping our low-income students obtain a prosperous future? Our work does not stop there. We must ensure all students have access to #HigherEd in California.. . . #Allin4FinancialAid #EdPolicy #WhatsNextCA #FinAid #CollegeAccess #FAFSA #EducationForAll #CA #Affordability #CAleg #CAHigherEd | [Graphic illustrating how FAFSA completion varies by socioeconomic background.](https://drive.google.com/file/d/1IuxjGpczGuy16aYo1FokuughWBApzm7i/view?usp=sharing) |
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| We want to integrate financial aid applications into a high school student's journey. Why? Because it works. See @EdTrustWest’s #HiddenFigures research brief here at the link in our bio.. . #Allin4FinancialAid #FinAid #FAFSA #Affordability #CollegeAccess #EdPolicy | [Graphic illustrating success at Val Verde Unified School District](https://drive.google.com/file/d/1CsPjQQy8y__GwpNOiUUvzCfdkHG11D4I/view?usp=sharing) |
| In the last two years nearly half a million students in #CA did not complete a financial aid application. We should be #Allin4FinancialAid for our state and its students. Learn more about what schools and districts are doing to go ALL IN in @EdTrustWest’s latest research at the link in bio.. . . #EdEquity #CollegeAccess #HigherEd #FinAid #TrueCost #EducationForAll #CA #Affordability #FinancialAid  | [Graphic illustrating: only 53% of graduating seniors completed the FAFSA or the CADAA in 2017-18.](https://drive.google.com/file/d/1o8ZtxLeT7W2IiwQetAAfLHoRMqT7Zvjy/view?usp=sharing) |

**Newsletter Copy**

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| One of the largest barriers for low-income students and student of color is college affordability – but it doesn’t have to be. Educators, from superintendents to counselors and teachers, in many schools and districts across the state are already engaging in a variety of practices to help improve financial aid awareness and completion. New research from The Education Trust–West, **“Hidden Figures: A Framework to Increase Access to Financial Aid”** elevates five “components of success” –insights from diverse, cutting-edge districts and schools about best practices and strategies that are helping to close equity gaps. Take a look at the [Hidden Figures brief and accompanying online toolbox](https://west.edtrust.org/resource/hidden-figures-a-framework-to-increase-access-to-financial-aid/) to explore these strategies. | [Image of Hidden Figures Cover](https://drive.google.com/file/d/1GnR_S6ftwTMTQ6oPAXbw-l-j7DfCv9Z2/view?usp=sharing) |