

## 2016 GI Bill Grad Social Media Toolkit

### Key details

- **What:** Spring 2016 graduation season
- **When:** May-June 2016
- **Where:** Nationally
- **Hashtag:** #GIBillGrad
- **Social media tagboard:** <http://tgb.io/gibillgrad/284590>
- **#GIBillGrad custom profile photo:** <http://twibbon.com/Support/gibillgrad-2>
- **Event website:** <http://www.studentveterans.org/programs/national-graduation-party>
- **Storify:** <https://storify.com/studentvets/2016-gibillgrad-campaign>

### Student Veterans of America Celebrates #GIBillGrad Season

- This month, many student veterans will be making an important transition; graduating and joining the ranks of accomplished SVA alumni across the world.
- Each year, SVA Chapter members naturally take to social media to capture their final days as students and their excitement on graduation day.
- We are inviting student veterans, alumni, their families, faculty and administrators to join in the online graduation celebration by posting about it on Facebook, Twitter and Instagram, and tagging your posts with SVA's official, 2016 commencement season hashtag: #GIBillGrad
- Stay tuned for the 2016 #GIBillGrad Campaign Social Media Toolkit.

### Share your story

Help us celebrate the accomplishments of our graduates by sharing the experience on social media. If you are graduating or attending graduation to celebrate with someone, we want to hear about it.

We encourage you to join the conversation before and during commencement by posting about it on Facebook, Twitter and Instagram and tagging your posts with the official hashtag: #GIBillGrad.

### Make your post social media savvy

- Tag the post with the official commencement hashtag: #GIBillGrad
- Tag @studentvets
- When you post to Facebook, boost your status update by sharing it with a photo or video.
- Nothing beats a first-hand perspective. If you attend commencement, share photos from or quotes about your experience.

## Visual assets

### Facebook profile & cover photos

Brand your Facebook profile or page with a custom #GIBillGrad photo. Click the image you like below to save the pre-cropped, full-size image.

Facebook photo generator: <http://twibbon.com/Support/gibillgrad-2>

Cover photo: <http://studentveterans.org/images/gibillgradfbcover.png>

### Twitter images

Brand your Twitter profile with a custom #GIBillGrad photo. Click the image you like below to save the pre-cropped, full-size image.

Profile picture: [http://www.studentveterans.org/images/2016\\_GI\\_Bill\\_Grad\\_Square.png](http://www.studentveterans.org/images/2016_GI_Bill_Grad_Square.png)

Cover Photo: <http://studentveterans.org/images/gibillgradtwittercover.png>

### Instagram image

Show support for #GIBillGrad on your Instagram page with this image:

[http://www.studentveterans.org/images/2016\\_GI\\_Bill\\_Grad\\_Square.png](http://www.studentveterans.org/images/2016_GI_Bill_Grad_Square.png)

### Digital wallpapers

Add #GIBillGrad wallpaper to your desktop or phone screen.

Desktop (1080p): <http://studentveterans.org/images/gibillgrad1080wallpaper.png>

iPhone: <http://studentveterans.org/images/gibillgradiphone.png>

## Sample social media posts

### Sample tweets

- Congratulations to our #GIBillGrads! We're proud of you!
- @studentvets #GIBillGrad has a new member, and it's my (son, daughter, friend, etc.) (@TagThePerson).
- What's your favorite college memory? Share using #GIBillGrad.
- Graduating this weekend? Share your photos from the day using #GIBillGrad.
- See what @studentvets #GIBillGrads have to say about graduation: <https://storify.com/studentvets/2016-gibillgrad-campaign>
- Join the conversation with #GIBillGrad

### Sample Facebook posts

- **Photo sharing**
- <http://studentveterans.org/images/gibillgradsharephotos.png>
- Congrats to our new #GIBillGrad alumni! See what they have to say about graduation day: <http://tgb.io/gibillgrad/284590> #GIBillGrad
- Veterans across the country will receive their degrees this month. Will you be donning your cap and gown? Share your experiences using #GIBillGrad

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