

# Social Media Content

June 22, 2020

## About this Resource

This social media content was developed for the Higher Education Coordinating Commission to support Oregon public community colleges in promoting the transfer pathways approved as part of implementation of House Bill 2998.

This content is meant for Oregon community colleges to promote Core Transfer Maps and Major Transfer Maps on social media—including Facebook, Twitter, Instagram, and LinkedIn as appropriate to their program offerings. There are seven graphics available, sized appropriately for each channel, as well as a range of accompanying post content options. The graphic should draw the user’s attention, while the post content should give just enough context to get the user to take an action, such as clicking on a link.

## How to Use

Choose a graphic to post. Make sure you are posting the version correctly sized for whichever social platform you are using. Then, choose one of the below posts and customize it with your institution’s messaging, tone, and personality! Use one or two of the hashtags listed below, or use one from your own institution. Ideally, each post should include a link that would take the user somewhere on your institution’s website where they could learn more or contact an advisor.

## Hashtags

Hashtags are great for connecting your content to conversations already happening on social media. However, in order for your content to get traction, it must be relevant to the conversation. You should not use all of these at the same time, but rather one or two selectively based on the content.

#studentresources  
#transferstudent  
#collegebound  
#collegetransfer

## Post Content

Post content includes general messaging around the Oregon Transfer Compass, as well as messages more specific to Core Transfer Maps and Major Transfer Maps.

## General Messages

*You can transfer with less hassle! Talk to an advisor about using Core Transfer Maps and Major Transfer Maps to easily find courses that will meet requirements at another school.*

*This new transfer tool will help! Easily find courses and credits that will meet requirements at another school using Core Transfer Maps and Major Transfer Maps. Talk to your advisor today.*

*Our new guide can help simplify your transfer. Use The Oregon Transfer Compass to avoid spending time and money on courses that may not transfer.*

*Are you considering transferring to a public university? Talk to an advisor about using new Transfer Maps to find out which courses and credits will meet requirements at another school.*

*Thousands of Oregon college students like you successfully transfer schools each year! The Oregon Transfer Compass can help you make the most out of your credits. Talk to your advisor about how to plan your transfer.*

## Core Transfer Maps

*This new guide can help! Find out which courses and credits will meet requirements at another school when you use Core Transfer Maps to navigate the transfer process.*

*Core Transfer Maps are a new tool to help. It offers groups of eight classes that are guaranteed to count toward your core bachelor's degree requirements. Talk to an advisor about planning your schedule.*

*Transferring credits can be easy! Classes taken from the Core Transfer Maps will count toward bachelor's degree requirements at any Oregon public university. Use Core Transfer Maps to plan your schedule.*

*If you are still exploring which major you would like to pursue and plan to transfer, the Core Transfer Maps are for you. Specific guidance is available for STEM students. Talk to an advisor about how to use the maps to select courses.*

*Use this new tool to save time and money! When the set of eight courses is completed, it is guaranteed to transfer toward bachelor's degree requirements at any Oregon public university or participating private university.*

*Following a Core Transfer Map could save you time and money! Use it to easily find which courses and credits will meet requirements at another school.*

## Major Transfer Maps

*Make sure that the courses you take will still count toward your major. Talk to your advisor about how to use Major Transfer Maps to help plan your schedule.*

*There's a new guide that can help! A Major Transfer Map is a streamlined course plan in a specific major. When completed, all those credits will count toward a bachelor's degree in your major.*

*You can transfer to a new school with the same standing as anyone who started as a freshman. Talk to an advisor about how to use the Major Transfer Map to guide your course schedule.*

*This new transfer tool can help! Talk to an advisor about using Major Transfer Maps to easily identify which courses and credits will meet your major requirements at another school.*

*This new guide can save you time and money! Use Major Transfer Maps to easily find which courses and credits will meet your major requirements at another school.*