**Gale Presents: Excel Adult High School**

**Back to School Campaign (Aug. – Sept.)**

 **Social Media Posts**

**How to Use:**

(1) Copy and paste one of the posts below into your Facebook, Instagram, or Twitter page.

(2) Add a hyperlink to your library’s website. Shorten your link with [bit.ly](http://bit.ly), if needed.

(3) To download one of the images, click on the link to open the image. Next, right click and select

“Save image as…” to save the jpeg to your computer.

(4) Upload your selected social media image along with your post to the desired platform.

(5) Please ensure that you're using an image that corresponds with the platform (for example: use a Facebook

 image when you're posting on Facebook.)

# Facebook

## IMAGE HEADLINE: BACK TO SCHOOL ISN’T JUST FOR KIDS

**POST:** Start your education journey this school year with Gale Presents: Excel Adult High School. You can earn your high school diploma in seven months on average. Get started today. <insert link to the program page from your library’s website>

## IMAGE HEADLINE: WISH YOU COULD GO BACK TO SCHOOL?

**POST:** You can earn your high school diploma online with this flexible, self-paced program. Fast-track yourself to success with Gale Presents: Excel Adult High School. Enroll just in time for fall. <insert link to the program page from your library’s website>

# Instagram

1. **IMAGE HEADLINE:** FALL IS FOR NEW BEGINNINGS

**POST:** Looking for a fresh start? Earn your high school diploma through your library. Learn more about how you can graduate with this flexible, online program. <insert link to the program page from your library’s website>

1. **IMAGE HEADLINE:** KIDS HEADING BACK TO SCHOOL?

**POST:** It’s never too late to finish high school. Earn your diploma in 24 months or less through your library. Gale Presents: Excel Adult High School is 100% online, self-paced, and FREE for adult students.<insert link to the program page from your library’s website>

 **Twitter**

1. **IMAGE HEADLINE:** START YOUR NEW CHAPTER

**POST:** Back-to-school season is here. When you enroll in Gale Presents: Excel Adult High School, you can graduate in seven months on average. See how: <insert link to the program page from your library’s website>

1. **IMAGE HEADLINE:** NEVER FINISHED HIGH SCHOOL?

**POST:** Fall is the perfect time to earn your high school diploma. Enroll in Gale Presents: Excel Adult High School through your library. It’s 100% online, self-paced, and FREE for adult students. Learn more: insert link to the program page from your library’s website>

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