

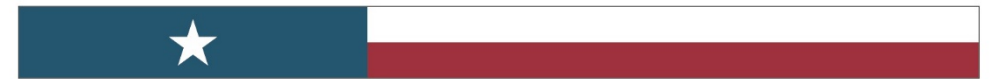
Generation Texas (GenTX)

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Division of College Readiness and Success

60x30TX



Texas Higher Education
Coordinating Board

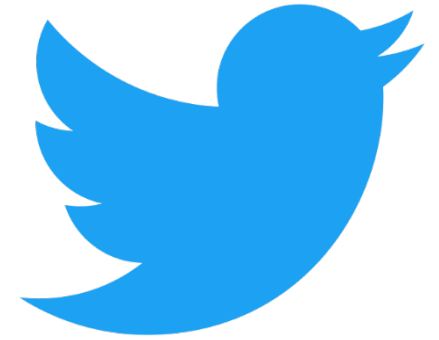
What is GenTX?

Generation Texas is a public awareness campaign developed to encourage college access and success

- Connects all college access, outreach, and student support programs to promote a college going culture
- Helps high school students, especially first-generation students, navigate their way to and through higher education
- Works with regional efforts and goals of 60X30TX and the Texas Challenge to Reach Higher

GenTX is Social

- Facebook: @GenerationTX
- Instagram: @GenerationTX
- Twitter: @GenerationTexas
- SnapChat: @GenerationTexas
- Youtube: @GenerationTexas

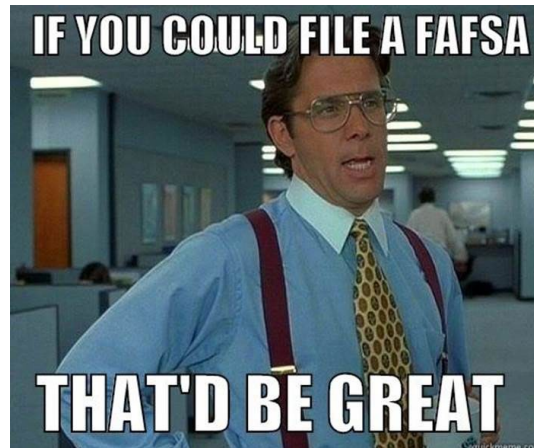


Join GenTX Activities

- **#WhyApply – September 20th**
Social Media campaign to share why it's important to apply to college
- **GenTX Month – November**
Application and FAFSA/TASFA events
- **Financial Literacy – April**
Increase student knowledge and skills to allow them to make informed and effective decisions with all their financial resources.
- **Decision Day – May 1st**
Recognizing and celebrating students for their postsecondary plans
- **Twitter Chats throughout the year**

Social Media Best Practices

- National or trending hashtags
- Timing of Post
- Hootsuite
- GIFs, Memes, and photos
- Editorial Calendar



OCTOBER 2019 (Hispanic Heritage Month ends on the 15th)

Publish Date	Twitter	Facebook	Notes
Tuesday, 10/1			
Wednesday, 10/2			
Thursday, 10/3			
Friday, 10/4			
Saturday, 10/5			#WorldTeachersDay
Sunday, 10/6			
Monday, 10/7			
Tuesday, 10/8			
Wednesday, 10/9			
Thursday, 10/10			#WorldMentalHealthDay
Friday, 10/11			International #DayOfTheGirl
Saturday, 10/12			#TrainYourBrainDay
Sunday, 10/13			
Monday, 10/14			
Tuesday, 10/15			End of Hispanic Heritage Month

Twitter Chats

- Focus on one topic
- Create a Hashtag
- Promote
- Create Questions
- Recruit topic experts
- Proper Response Etiquette

The screenshot shows a Twitter chat thread from Generation TX (@GenerationTexas) on April 29. The thread consists of three tweets. The first tweet is a question: "QUESTION 6: What to look for in a possible part time job while in college?" with a call to action to reply using #FinLitTX. The second tweet is a response from Trellis Company (@Trellis_Company) providing advice on emergency saving accounts. The third tweet is a response from TU Advising Corps (@TU_CAC) sharing a personal story about borrowing textbooks from a campus library.

Generation TX @GenerationTexas · Apr 29
#FinLitTX Question 6

QUESTION 6
What to look for in a possible part time job while in college?
REPLY @GENERATIONTEXAS #FINLITTX

9 2 3

Generation TX @GenerationTexas · Apr 29
Emergency aid...interesting 🤔

Trellis Company @Trellis_Company
A5: Try to put a some money into an emergency saving account whenever you can. This may be a few dollars every time you get paid, or money you get for your birthday or holidays, but it will add up over time. Your school may also have an emergency grant/loan program. #FinLitTX ...

3

Generation TX @GenerationTexas · Apr 29
WOW!!!! Check out your campus library.

TU Advising Corps @TU_CAC
Replying to @TU_CAC @GenerationTexas and 2 others
True story: One year I didn't pay a cent for textbooks because I got them from the campus library.

Resources

- American College Application Campaign
equityinlearning.act.org/acac
 - College Research Worksheet
 - Understanding Financial Aid Award Letters Worksheet
 - [Application Campaign Implementation Timeline](#)
- Generation Texas
GenTX.org
 - [GenTX Decision Day Guide](#)
 - [GenTX Month Planning Guide](#)
- College For All Texans
collegeforalltexans.com

Questions?

