

# North Star Promise

## SOCIAL MEDIA COPY SAMPLES

The following social media copy is intended to be used as organic content in conjunction with the imagery/assets provided within the North Star Promise Toolkit. Blue text indicates prompts for customized copy as needed. While two posts per social media channel have been provided, users are free to mix and match as applicable to their social media audiences and voice.

### LinkedIn

#### SAMPLE POST 1

College doesn't have to mean huge debt. Learn how to help Minnesota students and families receive free college tuition through North Star Promise. Visit [\[insert own landing page or North Star Promise landing page\]](#) for more information.

#### SAMPLE POST 2

Minnesota's North Star Promise encourages the pursuit of higher education by every Minnesotan, regardless of race, gender or socio-economic status. As a tuition-free path to college, North Star Promise provides students of any age the ability to:

- Pursue post-secondary education
- Finish a degree
- Complete a certificate program
- Learn a trade
- Advance their career

Help us make college possible for more Minnesotans. Visit [\[insert own landing page or North Star Promise landing page\]](#) for more information.

### Facebook

#### SAMPLE POST 1

Free college tuition for eligible Minnesotans isn't a myth or a rumor. It's real. Finance your future with Minnesota's North Star Promise. Visit [\[insert own landing page or North Star Promise landing page\]](#) for more information.

#### SAMPLE POST 2

Free tuition makes college possible. That's the North Star Promise.

Any age. Any degree program. Any time. Minnesota is breaking down financial barriers to encourage the pursuit of education by every Minnesotan. As a Minnesota resident enrolled in a public college, university or tribal college with an annual income of less than \$80K, you can have up to 100% of your tuition and required fees covered. Now is the time to advance your career and pursue your education [\[insert own landing page or North Star Promise landing page\]](#).

### Instagram Feed

#### SAMPLE POST 1

Your college education is an investment in your future and cost is often a major factor in this decision. North Star Promise from @mnofficehighered provides free tuition at Minnesota public colleges, universities and tribal colleges. No tuition. No fees. No kidding.

👉 Check out the details in our bio link.

#northstarpromise #freecollegetuition #mncolleges  
#financialaid #collegetips

#### SAMPLE POST 2

Free college tuition for eligible Minnesotans isn't a myth or a rumor. It's real. And we're helping to get the word out. @mnofficehighered is making college possible for more Minnesotans. That's the North Star Promise.

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Get the details and learn how you may qualify for a tuition-free path to college.

#northstarpromise #freecollege tuition #mncolleges  
#financialaid #collegetips

### Instagram Stories

For Instagram Stories, please use any one of the vertical images located within the toolkit. We encourage you to add a direct URL/link to North Star Promise information on your website or the North Star Promise page [[will need to update/add URL here in final doc](#)]. We also encourage you to tag @mnofficehighered in your stories.

**FOR ADDITIONAL INFO, VISIT:**  
[www.ohe.state.mn.us/northstarpromise](http://www.ohe.state.mn.us/northstarpromise)