

Decision Day 2023

Social Media Toolkit

**Overview:**

**On May 1, 2023,** students, staff, community members and businesses are encouraged to wear gear from their alma mater, favorite school, or future program to support our students’ future education aspirations.

 **Key Messaging:**

* In Colorado, we honor the opportunities in all pathways—whether students attend a university, community college, private occupational school, apprenticeship or serve in the military. That's why this year we’re celebrating Decision Day on Monday, May 1, 2023.
* High school seniors spent the last several months researching options, applying to programs, and filing out the FAFSA and CASFA. Decision Day celebrates their hard work and recognizes the achievements of all students.
* As in years past, we encourage students, staff, community members and businesses to wear gear from their favorite school, alma mater or future program on Decision Day to support students' educational aspirations.

**Webpage:** <https://cdhe.colorado.gov/events/decision-day>

**Sample Copy:**

* Decision Day is an important milestone for high school graduates, as they choose a path for postsecondary success. Today we celebrate ALL postsecondary pathways from 4-year universities, community colleges, private occupational schools, apprenticeships, or the military! Have you decided? <https://cdhe.colorado.gov/events/decision-day>

#decisiondayco #idecided

* It’s Decision Day! We encourage students, staff, and community members to wear gear from their favorite school, alma mater or future program today to support students' educational aspirations #decisiondayco #edcolo <https://cdhe.colorado.gov/events/decision-day>
* Make your decision on your postsecondary choice and be prepared for life after high school! Success starts now, decide with pride – The Colorado Department of Higher Education and My Colorado Journey will help you understand your options and choose your path to success! <https://cdhe.colorado.gov/events/decision-day>

**Graphics:**

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**Hashtags:**

#DecisionDayCO

#DecisionDay23

#College

#edcolo

#iDecided

**Official Accounts:**

* Facebook: [Colorado Department of Higher Education](https://www.facebook.com/cohighered)
* Twitter: [@COHigherEd](https://twitter.com/CoHigherEd)
* Instagram: [@CoHigherEd](https://www.instagram.com/cohighered/)
* TikTok: @cohighered
* YouTube: [@coloradodepartmentofhigher7202](https://www.youtube.com/channel/UCgC2ZAEDYb1JRpId9d8os_g)

My Colorado Journey

Facebook: <https://www.facebook.com/MyColoradoJourney/>

Twitter: [@mycojourney](https://twitter.com/MyCOJourney)

[Webpage](https://www.mycoloradojourney.com/)

**Other Resources:**

* [CDHE’s Strategic Plan](https://cdhe.colorado.gov/about-us/cche/strategic-plan)