**Reverse Transfer Social Media Messaging**

We encourage institutions to use social media or other forms of digital communication to educate students about Reverse Transfer. By incorporating the use of social media messaging into already-existing efforts, institutions can direct students to the Reverse Transfer website at strategic times throughout the academic year, showcase success stories of those who have earned their degree, and promote the benefits of participation in the program to potentially eligible students. We believe that these efforts can increase opt-in numbers and overall awareness of the Reverse Transfer Program.

**The following messages can be adapted for your institution:**

* Have you recently transferred from a community college to a four-year institution without earning your associate degree? If so, you may be eligible for an associate degree while you are completing your bachelor’s degree. Learn more about Tennessee Reverse Transfer here: [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**
* Thanks to Tennessee Reverse Transfer, you can combine your four-year college credits with community college credits to receive an associate degree. Visit our website to learn more! [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**
* An associate degree makes you more marketable to potential employers. Better your future and earn your degree through Tennessee Reverse Transfer. [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**
* You can earn more money if you’ve earned your associate degree while completing a bachelor’s degree. See if you’re eligible for Tennessee Reverse Transfer here: [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**
* If you qualify for the Reverse Transfer program, it means you transferred to a four-year university without an associate agree. We don’t want your hard work to go to waste! Click this link to see how you could receive your associate degree while working towards your bachelor’s. [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**
* Be on the lookout for an email from your institution with an invitation to opt-in to Tennessee Reverse Transfer. Don’t know if you are eligible? Visit our website for more information and to find out who to speak with at your institution: [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**
* Earning your associate degree through Reverse Transfer can be awarded to you at no cost while you work toward completing your bachelor’s degree. Find more information about Tennessee Reverse Transfer here: [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**
* Congratulations to the **(insert number)** graduates from **(insert institution)** who earned their associate degree through Tennessee Reverse Transfer! [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**

* You could be like one of the **(insert number)** recent graduates who earned their associate degree through Tennessee Reverse Transfer. See if you meet the qualifications by clicking this link: [**https://tnreversetransfer.org/**](https://tnreversetransfer.org/) **(or insert link to institution’s RT page)**

**Other ideas:**

* Create an infographic that explains the Reverse Transfer process
* Post the contact information and photo of your institution’s Reverse Transfer contact.
* Share photos or a video showcasing your institution’s Reverse Transfer graduates
* Spotlight Reverse Transfer graduates a few times a year
	+ Include a photo or a video segment of graduate
	+ Share a quote from graduate
	+ Tag graduates on social media
* Post “Where are they now?” messages to highlight former Reverse Transfer graduates. Find success stories of graduates who now work in their field thanks to their associate degree through Reverse Transfer.
	+ Include a photo or a video segment of graduate
	+ Share a quote from graduate
	+ Tag graduates on social media