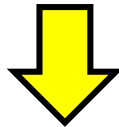


Your Social Media Goals

- Create excitement and buzz around the GMAT brand with shareable, taggable content
- Deliver key messages in a fun and engaging way that feels authentic coming from an undergrad
- Vary content to keep high interest level, a reason to follow
- Drive awareness of and attendance at events you are doing on campus



- ✓ Use the Social Media calendar as a roadmap, but be as creative as you want to be!
- ✓ Post at least 3 times a week
- ✓ Record and upload every post to portal
- ✓ End of semester engagement report – total likes, shares and comments generated, plus your top 3 posts!

Social Media Calendar

Week One	Ka-Ching <ul style="list-style-type: none">• Earn \$1 million more. MBA grads earn an average of \$2.5 million in annual base salary during the 20 years after graduation —\$1 million more in their lifetime than if they didn't get their MBA.• See how much you can earn after your MBA https://www.mba.com/ocp/you-and-business#salary• Quote: “Money is flat because it is meant to be piled up.” – Scottish proverb
Week Two	Celebrating Black History Month <ul style="list-style-type: none">• Celebrate Black History month! Find out what is happening on campus; include link to your university celebrations• Article: Discover Black Enterprises 300 most powerful executives in corporate America http://www.blackenterprise.com/discover-black-enterprises-300-most-powerful-executives-in-corporate-america/• Quote “ I have learned that success is to be measured not so much by the position one has reached in life as by the obstacles which he has had to overcome while trying to succeed.” - Booker T. Washington
Week Three	Good for Five Years/Dress for Success <ul style="list-style-type: none">- Article: Feature NYT article Power Suit Gets an Update: Pantsuits All the Rage for Power Dressing!- Those jeans may not be in style in 5 years, but your GMAT scores certainly will be! Feature image of ripped skinny jeans

Social Media Calendar

Week Four	Why a GME? <ul style="list-style-type: none">- Article: Is an MBA worth it? https://www.cnbc.com/2016/05/05/is-an-mba-really-worth-it-this-billionaire-has-your-answer.html- Statistic: According to the Financial Times, over 24% of MBA graduates start their own businesses- Quote: "You were born with the ability to change someone's life. Don't waste it." - Anonymous
Week Five	Best Test Taking time is Now <ul style="list-style-type: none">- You're in beast mode! You'll never be better than you are now at taking tests. See how you'd do! https://www.mba.com/us/gmat-mini-quiz [replace with link to GMAT.com/undergrads when available]- Quote: "You know all the things you've always wanted to do? You should go do them." or "Mr. I'll-do-it-later never owned a Bentley." - Anonymous
Week Six	Celebrate Women's History Month <ul style="list-style-type: none">• Article: Top Female Entrepreneurs to watch in 2018 https://www.cio.com/article/3243995/leadership-management/top-20-female-entrepreneurs-to-watch-in-2018.html• Article: Women now make up 40% of students at top MBA programs http://fortune.com/2015/11/09/women-mba-40-percent/• Quote: "Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence." - Sheryl Sandberg

Social Media Calendar

Week Seven	KaChing <ul style="list-style-type: none">- GMAC statistics: \$60K average BA salary, \$110K average MBA salary- GMAC statistics: 82% of alumni said their MBA increased their earnings potential- See how much you can earn after your MBA https://www.mba.com/ocp/you-and-business#salary- Quote “Money isn’t everything but everything needs money.” - Anonymous
Week Eight	Good for 5 years/Dress for Success <ul style="list-style-type: none">- Feature InStyle article on on-trend work wear http://www.instyle.com/fashion/work-wear- Rompers will not be on trend in 5 years, but your GMAT scores certainly will be! Feature image of last year’s romper
Week Nine	Best Test Taking time <ul style="list-style-type: none">- You’re in beast mode! You’ll never be better than you are now at taking tests. See how you’d do! https://www.mba.com/us/gmat-mini-quiz [replace with link to GMAT.com/undergrads when available]- Feature quote “It wasn’t raining when Noah built the ark.” - Howard Huff
Week Ten	Why a GME? <ul style="list-style-type: none">- Feature article: An MBA can help you change the world https://www.usnews.com/education/best-graduate-schools/top-business-schools/articles/2017-03-16/mba-programs-help-students-change-the-world- 86% of alumni agree their MBA prepared them for leadership positions (per GMAC survey)- “There’s no way I was born to just pay bills and die.” - Anonymous

Opportunistic Social Media

- Promote your University Test Centers
 - If your school has a test center, use social media to remind your students of the Test Center and its location/address on campus
 - **Post at least 1 time a week**
 - Universities with a GMAT Test Center right on campus: Arizona State University, Florida International University, Indiana University, Bloomington, Florida State University, Michigan University, University of South Florida, Ohio State University, Purdue University, Texas A&M University, University of Alabama, University of Illinois at Urbana-Champaign
- Share “Dress for Success” Fashion Show event tips by distributing videos/photos from event
 - In partnership with Macy’s, GMAC will be hosting Fashion Shows near 4 campuses where Macy’s has a strong retail presence
 - Macy’s will give tips on the latest fashion trends for the workplace
 - Your GNF contact will provide all assets and sample copy post-event

Social Posting Examples from Fall

KaChing

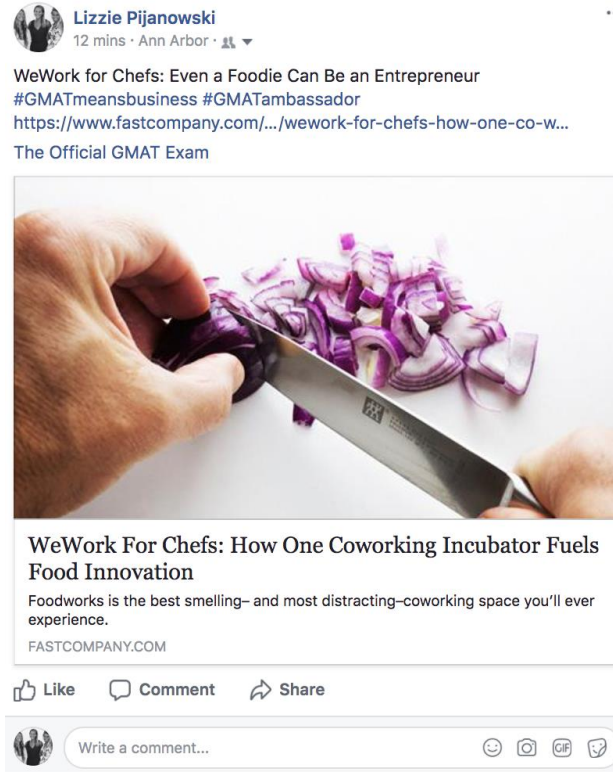


Sprint 12:58 PM 76%

Instagram

mikekrp12 Average BA Salary: \$55000
Average MBA Salary: \$105000
Better choice? Take the GMAT and earn more money! Register today at gmatambassador.com/getstarted
#GMATmeansbusiness #GMATambassador

What a MBA can do



Lizzie Pijanowski
12 mins · Ann Arbor ·

WeWork for Chefs: Even a Foodie Can Be an Entrepreneur
#GMATmeansbusiness #GMATambassador
<https://www.fastcompany.com/.../wework-for-chefs-how-one-co-w...>
The Official GMAT Exam

WeWork For Chefs: How One Coworking Incubator Fuels Food Innovation
Foodworks is the best smelling- and most distracting- coworking space you'll ever experience.
FASTCOMPANY.COM

Like Comment Share

Take it Now/ See How You'd Do

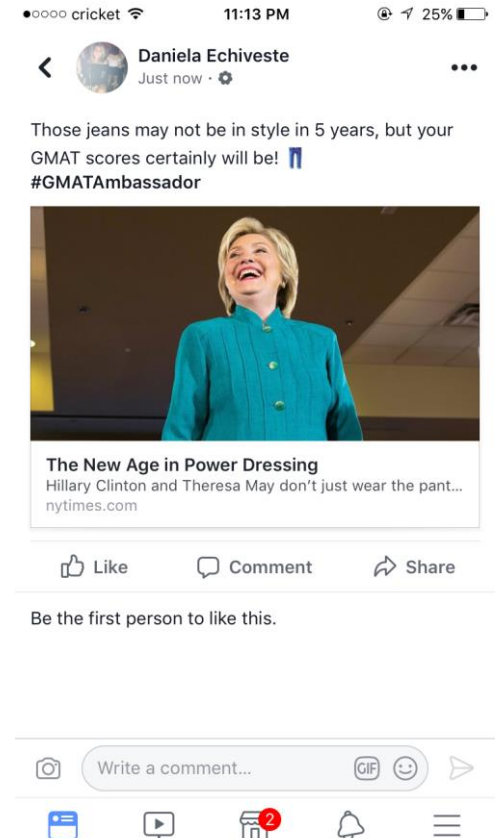


GMAT Campus Ambassador at GNF M...
now

Mr. I'll do it later never owned a Bentley. See how you can gain an advantage in your career by earning your MBA! Go to gmatambassador.com/getstarted to get more information. The time is now!
#GMATambassador

The GMAT Exam
mba.com

Good for 5 Years/ Dress for Success



cricket 11:13 PM 25%

Daniela Echiveste
Just now ·

Those jeans may not be in style in 5 years, but your GMAT scores certainly will be! 📖
#GMATambassador

The New Age in Power Dressing
Hillary Clinton and Theresa May don't just wear the pant...
nytimes.com

Like Comment Share

Be the first person to like this.

Social Postings Examples from Fall

KaChing

Make an Impact

Best Test Taking Time is Now

(Week 4/8)

AT&T 1:41 PM 43%

Instagram

berkeleygmatambassador
University of California, Berk... >

Starting MBA Salary

GMAT Score	Starting MBA Salary
590	\$50,000
640	\$80,000
690	\$110,000
740	\$140,000

GMAT Score

berkeleygmatambassador The average BA salary is \$55k whereas the average MBA salary is \$105k! Start studying now to increase your earnings potential #gmatambassador #gmatmeansbusiness #gmatprep

2 SECONDS AGO

Sprint 4:01 PM 88%

Photo

MBA
Master of
Business
Administration

Liked by cecelialatchford, kelly_will_24 and 3 others

mikekrpf12 According to the Financial Times, over 24% of MBA graduates start their own businesses. See how you can become an MBA at gmat.com/getstarted #GMATambassador #GMATmeansbusiness

Sahara Lord
10 mins · Chapel Hill · 🌐

Text GMAT to 77453 and visit gmat.com/getstarted #GMATmeansbusiness #GMATambassador

ARE YOU SMARTER THAN AN 11TH GRADER?

Text GMAT to 77453 to see if you can answer a typical 11th grade question

GMAT

Like Comment Share

Lizzie Pijanowski
8 hrs · 🌐

<http://www.instyle.com/fashion/work-wear>

Your current work wardrobe probably won't be on trend in 5 years, but your GMAT scores certainly will be! Don't miss out on the opportunity to accelerate your career path and become a leader. #GMATambassador #GMATmeansbusiness

gmat.com/getstarted

Work Wear

You can stop wondering what to wear to work to look as stylish as you do outside the office. Our editors' curation of work outfits encompasses far more than chic suits for women. Find your perfect mix of office-appropriate dresses, shoes,...

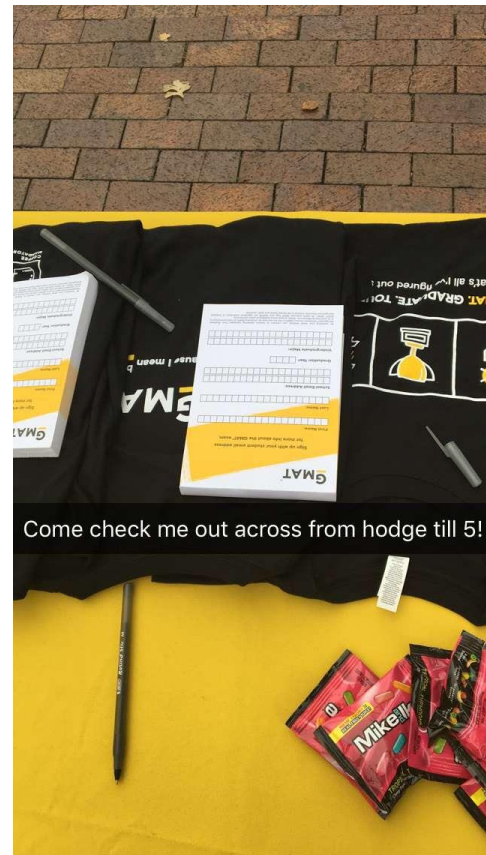
INSTYLE.COM

Like Comment Share

Kristin Swad, Emily Beaver and 3 others

Social Posting Examples from Fall

- Instagram and Snapchat stories are especially good for promoting tabling or other events
- Remember to tag your school as a location when in Stories



Best Practices

- ✓ Include URL: gmat.com/GetStarted in every post
- ✓ Always use #GMATambassador (legal requirement to identify yourself) and #GMATmeansbusiness
- ✓ Use your university, business school, and student group handles and hashtags, where appropriate
- ✓ Tag your school as a location when in Snapchat or Instagram stories
- ✓ Request to be added to your school's story on Snapchat
- ✓ **Finally remember to post 3 times a week and record all posts in the portal! If one of your posts gets a lot of engagement please report in the portal!**