

# LET'S LAUNCH THE CLASS OF 2021 RIGHT!

GenTX-Victoria Marketing Toolkit



Let's launch the Class of 2021 right!

Facebook Instagram TikTok

@gentxvictoria

COLLEGE IS WHAT'S NEXT.

GEN TX VICTORIA

Lead Sponsor: Dow

## Social Media Post 1

Follow @gentxvictoria for info on celebrations, contests, and more leading up to GenTX Decision Day on Monday, May 3. #CollegelsWhatsNext #DecisionDay2021

HIGH SCHOOL SENIORS: Join the social celebration. Win great prizes.

COLLEGE IS WHAT'S NEXT.

GEN TX VICTORIA

APRIL 26-MAY 3

Facebook Instagram TikTok @gentxvictoria

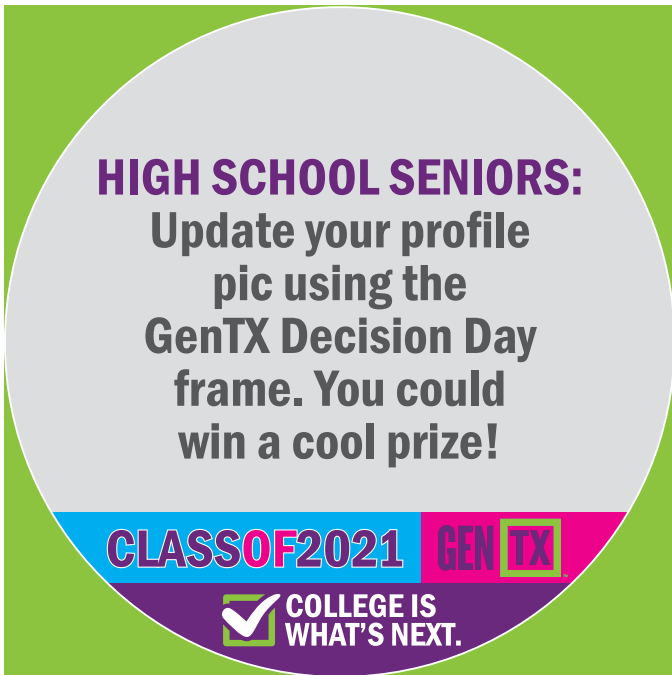
## Social Media Post 2

GenTX Decision Day is Monday, May 3! SENIORS! We're holding a social media celebration, so join the fun for a chance to win some GREAT prizes! There are 3 ways to participate:

1. Update your Facebook profile pic using GenTX-Victoria's #CollegelsWhatsNext frame.
2. Post a selfie on Facebook or Instagram announcing your college decision. Tag @gentxvictoria (account must be public) and use #DecisionDay2021 and #YourHighSchoolName.
3. Duet GenTX-Victoria's latest TikTok and tag @gentxvictoria.

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## Social Media Post 3

Area high school seniors are invited to update their Facebook profile using GenTX-Victoria's #CollegelsWhatsNext frame. Be sure to include #YourHighSchoolName and share your college decision for a chance to win:

- A Fujji Film Mini Camera bundle OR
- A Facebook Portal Mini

Be sure to follow @gentxvictoria for more opportunities to win great prizes!  
#DecisionDay2021



## Social Media Post 4

This year #GenTXVictoria is excited to announce Dr. Laymon Hicks will be speaking to our graduating seniors via livestream on Wednesday, April 28 at 2 p.m. SENIORS, ask your counselor how/where you can watch his inspirational story.  
#CollegelsWhatsNext #DecisionDay2021

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## Throwback Thursday

APRIL  
29

### PARENTS & COMMUNITY MEMBERS

Share a photo on social media from your college days with a favorite college memory or a helpful tip for graduates.

**GEN TX**  
VICTORIA

Follow us on social media.



 COLLEGE IS  
WHAT'S NEXT.

Lead Sponsor:



## Drive-Thru GenTX Parade



**GEN TX**  
VICTORIA

### Social Media Post 5

#GenTXVictoria partners invite parents and community leaders to get involved in GenTX celebrations and show support for our graduates by participating in #ThrowbackThursday. Post a photo of yourself from your college days along with your favorite college memory or a helpful tip for soon-to-be graduates. Tag @gentxvictoria so we can see your amazing throwbacks and be entered to win a PicNc Back Pack and a \$25 gift card to HEB! #CollegelsWhatsNext #DecisionDay2021

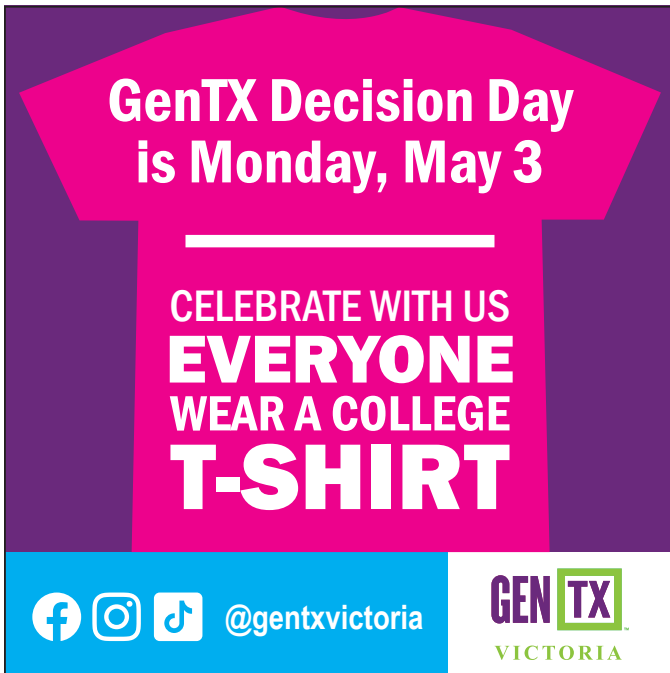
### Social Media Post 6

SENIORS! Join us on Friday, April 30 at 4:30 p.m. for a drive-thru GenTX parade honoring YOU and celebrating your next steps. Decorate your car with your college colors and drive the celebration route that will start at Victoria College's Main Entrance off Red River Street and end at the University of Houston-Victoria. All participating seniors will receive an official GenTX T-shirt! The senior with the best-decorated car will receive a \$40 gift card to Buffalo Wild Wings! Don't forget to tag @gentxvictoria with any pictures of your car! #CollegelsWhatsNext #DecisionDay2021

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   @gentxvictoria



## Social Media Post 7

SENIORS, we are celebrating you and your next steps! Post a selfie announcing your college choice or sporting your college gear. Be sure to tag @gentxvictoria and include #YourHighSchoolName for a chance to win some really cool PRIZES! Winners will be announced May 7. Even if you are not a senior, you can still show support for the class of 2021! Post a photo in your college gear to show that we believe #CollegelsWhatsNext and tag @gentxvictoria. #DecisionDay2021



## Social Media Post 8

A HUGE thank you to everyone who participated in this year's GenTX activities! We hope you had as much fun as we did celebrating our graduating seniors and their exciting next steps. Winners can claim their prize at Victoria College's Student Services Building, Suite 106, between 8 a.m. to 6 p.m. on May 3-6 OR 8 a.m. to 5 p.m. on May 7. Please contact Sabrina Romo at Sabrina.Romo@VictoriaCollege.edu or (361) 582-2543 to indicate when you plan to arrive. If you are unable to claim your prize by Friday, please contact Sabrina Romo to make other arrangements to claim your prize.