

PSLF Social Media Toolkit

This document is a social media toolkit for public service employers who are supporting their employees in accessing the federal Public Service Loan Forgiveness program through The California Student Debt Challenge (#CACHallenge). This toolkit provides sample post copy, graphics, hashtags, and social media handles for resources and partners that employers can use to show they are participating in the #CACHallenge and spread information to others.

Campaign Background:

As a participant and supporter of The California Student Debt Challenge (CA Challenge) led by the Campaign for California Borrowers' Rights, College Futures Foundation is helping to spread the word about the Public Service Loan Forgiveness (PSLF) program to help Californians access this federal program, which cancels the remainder of public service workers' federal student loans after ten years of work. An estimated 825,000 Californians qualify to have their student loan debt eventually canceled through PSLF, but only around 10,000 have received cancellation!

This is a great opportunity for more Californians to become debt-free and financially stable—and an important moment for employers to show that they care about their employees' financial well-being.

We're asking public service employers in California to take on the CA Challenge and agree to engage in a number of activities that support their student loan borrower employees by sharing PSLF info and resources to help them check eligibility and apply for loan forgiveness **before the deadline on October 31, 2022!**

Focus/Goal for Participating Employers:

Let the world know that you support your employees becoming debt-free with PSLF! Use the social media content below to show that you have taken action to support your student loan borrower employees by helping them access resources and information on Public Service Loan Forgiveness that will put them on track to becoming debt-free.

Sample Social Media Posts – Use these or tailor them to fit your needs:

- We're proud to take on the #CACHallenge and help our student loan borrower employees become debt-free through the federal #PSLF program! 💰🎓
#StudentLoanForgiveness

Check your eligibility & apply for PSLF before the limited waiver ends on 10/31 by visiting forgivemystudentdebt.org.

- We proudly support our student loan borrower employees becoming debt-free.
#StudentLoanForgiveness

Did you know that you can combine #PSLF with other federal loan forgiveness programs

for the potential to cancel ALL your debt? Apply by 10/31. Learn more at studentaid.gov.

- 🏆 It's official: we're helping our employees become debt-free with student loan forgiveness through the #CACHallenge! 💰🎓 #StudentLoanForgiveness

Public service workers must act now to take advantage of #PSLF. Check your eligibility and apply before the 10/31 deadline at forgivemystudentdebt.org.

Social Media Graphics You Can Use with Your Posts

Each graphic is linked to its online file where you can save the graphic to your computer.

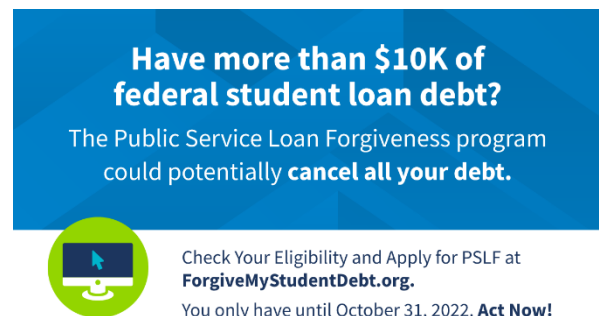
Click links to go to section: [Twitter](#) [Facebook](#) [LinkedIn](#) [Instagram](#)

TWITTER



See how you can support your team at ForgiveMyStudentDebt.org.

[Alt Text: Proud to support our borrower-employees in becoming debt-free through PSLF! See how you can support your team at ForgiveMyStudentDebt.org.]



Check Your Eligibility and Apply for PSLF at ForgiveMyStudentDebt.org.
You only have until October 31, 2022. **Act Now!**

[Alt Text: Have more than \$10K of federal student loan debt? The Public Service Loan Forgiveness program could potentially cancel all your debt. Check Your eligibility and apply for PSLF at ForgiveMyStudentDebt.org. You only have until October 31, 2022. Act Now!]



See if you qualify at ForgiveMyStudentDebt.org.
Do it now before October 31, 2022.

[Alt Text: Hey Public Service Workers in CA – You Could Rid Your Student Debt! See if you qualify at ForgiveMyStudentDebt.org. Do it now before October 31, 2022.]



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FACEBOOK

**PROUD TO SUPPORT
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LINKEDIN

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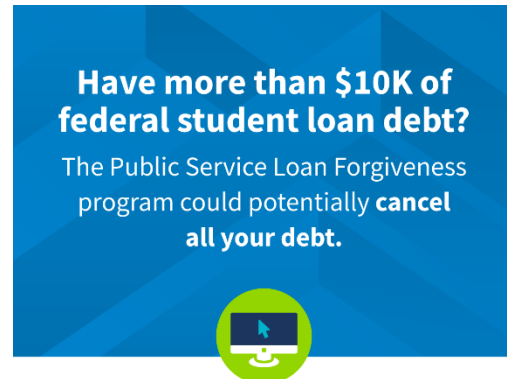
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INSTAGRAM



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Tag the following groups who are partners in the challenge and can provide resources and information:

- NextGen Policy
 - Twitter: @NextGen_Policy
 - Facebook: @NextGenPolicyCA
- Consumer Reports
 - Twitter: @ConsumerReports
 - Facebook: @ConsumerReports
- Student Borrower Protection Center
 - Twitter: @theSBPC
 - Facebook: @protectborrowers
- Student Debt Crisis Center
 - Twitter: @DebtCrisisOrg
 - Facebook: @DebtCrisisOrg
- Young Invincibles
 - Twitter: @YoungInvincible
 - Facebook: @together.invincible

Hashtags you can use in your social media posts

- #CACHallenge
- #PublicServiceLoanForgiveness
- #StudentLoanForgiveness
- #PSLF
- #Employers4LoanForgiveness
- #StudentLoan Borrowers
- #PublicServiceWorkers
- #PublicServiceEmployees
- #PublicServiceEmployers