

2017

How America Pays for College

Social media kit



How America Pays for College 2017 social media kit

Sallie Mae® and Ipsos are proud to present *How America Pays for College 2017*, a national study of students and parents about how they're paying for college.

Using this social media kit

Here is shareable content to help spread the word to your students, readers, employees, and anyone who is thinking about how to pay for college.

Use **#HowAmericaPays** to continue the conversation.

Facebook/G+ Posts

1	Wondering how families pay for college? Check out "How America Pays for College 2017." Sallie.cc/howamericapays #HowAmericaPays
2	Is college in your family's future? 98% of families are taking steps to make it more affordable. See what they're doing. Sallie.cc/howamericapays #HowAmericaPays
3	Scholarships and grants cover 35% of college costs—that's the largest share in a decade. So where are most scholarships coming from? The answer might surprise you. Sallie.cc/howamericapays #HowAmericaPays
4	Twenty-one percent of students feel solely responsible for repaying loans taken out by a parent. Find more stats in "How America Pays for College 2017." Sallie.cc/howamericapays #HowAmericaPays
5	See how families are paying for college. Check out this #HowAmericaPays infographic. Sallie.cc/howamericapays

Twitter posts

1	#Scholarships and grants are the number one source used to pay for college. Sallie.cc/howamericapays #HowAmericaPays
2	Want to know how families are paying for college? Check out Sallie.cc/howamericapays #HowAmericaPays
3	Here's a look at how American families paid for college in 2016-17. Sallie.cc/howamericapays #HowAmericaPays
4	#DidYouKnow 7 out of 10 students go to college in their home state to lower costs? Sallie.cc/howamericapays #HowAmericaPays
5	#DidYouKnow 87% of families who use scholarships get them from the college? Sallie.cc/howamericapays #HowAmericaPays
6	What do you think? Does paying more for college get you a better education? Sallie.cc/howamericapays #HowAmericaPays
7	Southern students are most likely to attend school in their home states. Get more regional stats from #HowAmericaPays Sallie.cc/howamericapays
8	#DidYouKnow 65% of students who use scholarships get them from state or local governments? Sallie.cc/howamericapays #HowAmericaPays
9	Students are stepping up. 84% expect to be solely responsible for repaying loans. Sallie.cc/howamericapays #HowAmericaPays
10	\$23,757—average amount families spent on college in 2017 according to #HowAmericaPays Sallie.cc/howamericapays

LinkedIn posts

1	Here's a look at how America paid for college in 2016-17, from, "How America Pays for College," by Sallie Mae and Ipsos. Sallie.cc/howamericapays #HowAmericaPays
2	Research shows that 55% of college students work year-round. Find out how else they're making college more affordable in, "How America Pays for College 2017," by Sallie Mae and Ipsos. Sallie.cc/howamericapays #HowAmericaPays
3	Wondering how families pay for college? The annual study, "How America Pays for College 2017," by Sallie Mae and Ipsos, has the answers. Sallie.cc/howamericapays #HowAmericaPays
4	Nearly 9 out of 10 families said they've always known their child would go to college. Find out how many have a plan to make it happen in the national study, "How America Pays for College 2017." Sallie.cc/howamericapays #HowAmericaPays
5	According to the national study, "How America Pays for College 2017," nearly all families agree that college is an investment in the future. But reasons for going to college and attitudes about paying can vary. Check out what families from across the country think. Sallie.cc/howamericapays #HowAmericaPays

Article

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Getting ready to pay for college?
You'll want to see this.

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How America Pays for College 2017, a national study by Sallie Mae® and Ipsos, looks at undergraduate families' attitudes toward college, how much they spent, and the sources they used to pay for it.

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Did you know scholarships and grants cover 35% of college costs? That's the largest share in a decade. Nearly half (49%) of families use scholarships. Of those families, 87% get scholarships from the college.

Those are just a couple of insights from the recently released study, *How America Pays for College 2017*. The study reflects the results of interviews with 800 undergraduate students, ages 18 – 24, and 800 parents of 18 – 24-year-old undergraduate students. Here's what else the study shows:

Students and parents are sharing the responsibility of paying for college equally

Using a combination of borrowing, income, and savings, each contribute about one-third of the total amount needed.

Student borrowing covers more college costs. compared to last year

Student borrowing covers 19% of college costs, compared to 13% in 2015-16.

Students expect to step up

Of students with loans, 84% expect to be solely responsible for repaying them. What's more, 21% of students feel solely responsible for repaying a loan taken out by their parent.

Almost all families (98%) are taking one or more actions to make college more affordable

This includes 55% of students working year-round, 30% of parents increasing their work hours, 29% of families making loan payments while the student is still in school, and more.

Many families don't have a plan to pay for college

Almost all (98%) families see college as an investment in their child's future, but fewer than half have a plan to pay for it.

How America Pays for College 2017 also looks at how families' college spending and attitudes vary by geographic region, how attitudes of first-in-family college students compare to second-generation college students, and more.

Learn more and make your plan to pay for college

View the full report and related infographic at SallieMae.com/HowAmericaPaysForCollege and join the conversation on social media using #HowAmericaPays.