

How America Saves for College

Social media kit



2018



How America Saves for College 2018

Social media kit

Sallie Mae® and Ipsos are proud to present *How America Saves for College 2018*, a national study that asks parents with children under 18 how they're saving for college.

About this social media kit

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

Use #HowAmericaSaves to continue the conversation.

Facebook/Google+

1	Wondering how families save for college? Check out “How America Saves for College 2018.” sallie.cc/howamericasaves #HowAmericaSaves
2	The new report, “How America Saves for College,” shows college savings are the highest they’ve been since 2013. sallie.cc/howamericasaves #HowAmericaSaves
3	Parents want to save an average of \$55,342 for their child’s college education. See how they’re doing it. sallie.cc/howamericasaves #HowAmericaSaves
4	Research shows 4 in 10 parents use automatic deposits to help them save for college. Find out what else they do. sallie.cc/howamericasaves #HowAmericaSaves
5	Nearly 6 in 10 parents say they’re saving for college. Learn more about how they’re saving. sallie.cc/howamericasaves #HowAmericaSaves

Twitter

1	See how parents are saving money for college. Check out #HowAmericaSaves. sallie.cc/howamericasaves
2	College savings are the highest since 2013. See how parents are saving. sallie.cc/howamericasaves #HowAmericaSaves
3	\$18,135—that’s how much parents have saved for college, according to #HowAmericaSaves. Read more: sallie.cc/howamericasaves

4	#DidYouKnow more college savings are kept in #529Plans? Find more facts about saving for college. sallie.cc/howamericasaves #HowAmericaSaves
5	Research shows 30% of parents cut back on personal spending to help save for college. See what else they do. sallie.cc/HowAmericaSaves #HowAmericaSaves
6	#DidYouKnow 18% of parents are building a college fund for themselves? Get more info about how parents save for college. sallie.cc/howamericasaves #HowAmericaSaves

LinkedIn

1	Here's a look at how parents are saving for college, from "How America Saves for College 2018" by Sallie Mae and Ipsos. sallie.cc/howamericasaves #HowAmericaSaves
2	Research shows nearly 6 in 10 parents are saving for college—and they've saved an average of \$18,135. Get more info on how parents save. sallie.cc/howamericasaves #HowAmericaSaves
3	Curious how parents save for college? Check out this new report from Sallie Mae and Ipsos. sallie.cc/howamericasaves #HowAmericaSaves