

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

#### **Twitter**

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

4	#DidYouKnow more college savings are kept in #529Plans? Find more facts about saving for college. <a href="https://sallie.cc/howamericasaves">sallie.cc/howamericasaves</a> #HowAmericaSaves
5	Research shows 30% of parents cut back on personal spending to help save for college. See what else they do. <a href="https://sallie.cc/HowAmericaSaves">sallie.cc/HowAmericaSaves</a> #HowAmericaSaves
6	#DidYouKnow 18% of parents are building a college fund for themselves? Get more info about how parents save for college. <a href="https://sallie.cc/howamericasaves">sallie.cc/howamericasaves</a> #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. <a href="https://sallie.cc/howamericasaves">sallie.cc/howamericasaves</a> #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. <a href="https://sallie.cc/howamericasaves">sallie.cc/howamericasaves</a> #HowAmericaSaves
3	Curious how parents save for college? Check out this new report from Sallie Mae and Ipsos. <a href="https://sallie.cc/howamericasaves">sallie.cc/howamericasaves</a> #HowAmericaSaves