

## Washington State Credit Marketing Facebook / Instagram

### FB/IG 1:

*[Image: Confident, happy student, age 19-24, carrying a takeout coffee cup]*

### **Big things are brewing.**

Wake up to *what's next*.

*[LOGO + Big Future. Small Price Tag. wordmark]*

### POST:

Don't sleep on success. Train for a high-paying career or university-transfer at your affordable community or technical college. Apply today!

### FB/IG 2:

*[Image: Confident adult credit learner, age 25-45]*

### **College can cost less.**

Degrees... not debt.

*[LOGO + Big Future. Small Price Tag. wordmark]*

### POST:

Your next big step is right around the corner. Save money. Get support. Get ahead. Join us!

### FB/IG 3:

*[Image: Confident adult credit learner, age 25-45]*

### **Live large. Stay local.**

*[LOGO + Big Future. Small Price Tag. wordmark]*

### POST:

Open new doors at your local community or technical college. Get in. Get it done. Get hired.

FB/IG 4 (Carousel):

1

*[Image: Introspective credit learner, age 18-25]*

**Big beginnings built here.**

2

*[Image: Confident adult credit learner -- CTE, age 25-45]*

**Big paychecks built here.**

3

*[Image: Adult credit learner with family OR graduating]*

**Big traditions built here.**

4

*[Black/blue text on solid screen]*

**Big \_Futures\_\_\_\_\_ built here.**

5

*[CTA Screen]*

**Take your next big step with us!**

Apply now!

*[LOGO + Big Future. Small Price Tag. wordmark]*

POST:

Step into the career or university you love with skills from your affordable community or technical college.