







Instagram Reels

December 2022

| When to post | Audience | Onscreen caption: | VO: | Action onscreen | Offscreen captions, hashtags: | Link to audio: If the link does not open on your computer, open it on your phone. |
|--------------|---------------------------------|---|----------------------|--|--|---|
| Week 1 | Prospective dual enrollment | <p>Skipping proofreading</p> <p>No online tutoring</p> <p>No in-person tutoring</p> <p>No review sessions</p> | [no VO] | Person shakes head and lip synchs, "Hmm. No thank you." | <p>Four things every college student should avoid! ●</p> <p>You don't have to go it alone. If you need help with papers, projects and studying for exams, you have resources right here on campus for success.</p> <p>Check out the academic support we offer to help you be your best you!</p> | <p>https://www.instagram.com/reels/audio/1253724618715618</p> <p>https://www.instagram.com/reel/ChZ7XlyDH1m/?igshid=YmM yMTA2M2Y%3D</p> |
| Week 1 | Prospective first-time students | When people think I should start at a four-year college instead of community college... | [off-screen VO only] | Students looks thoughtfully at camera as though this is an internal dialogue and shakes head near the end. | <p>Top three reasons to avoid community college:</p> <ul style="list-style-type: none"> ● I want to make it harder to get into my dream school. Life is all about making stuff difficult. ● I like paying more for tuition. Having all this money in my bank account makes me feel bad. ● Paying money on room & board is a good way to spend more. I just have to get rid of this money easier! Ugh! | https://www.instagram.com/reels/audio/5791105237619521 |

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| Week 1 | Current students | <p>I like to do this</p> <p>This is fun. This is fun and I like to do it.</p> <p>I chose to do this all the time because I like it and it is fun!</p> | [no VO] | Student rolling eyes, struggling to open textbook, forcing self to study. | <p>Remember this one thing: </p> <p>Winter break is almost here.   </p> <p> </p> <p>Keep studying! You got this!</p> | https://www.instagram.com/reels/audio/614235203423771/?hl=en |
| Week 2 | Current students | Facing finals with academic support | [off-screen VO only] | College student taps temple and nods slightly. | <p>3 common mistakes college students make at finals!</p> <ul style="list-style-type: none"> • Ignoring academic support services • Forgetting about subject tutors • Skipping term paper proofreading <p>How have the tutors helped you this semester?</p> | https://www.instagram.com/reels/audio/1249472499232060 |