

# WAYS TO SPREAD THE WORD ABOUT ADVi

## Announcement

Make an announcement at an in-person or virtual event, FAFSA completion night, or other event!

Who here wants to go to college? [*pause for show of hands*] That's awesome. We believe all of our students can go to college, and we're excited to share a new tool to help make it happen! ADVi is a chatbot who can answer your questions about attending public colleges and universities in Texas. ADVi, short for "advisor", is free for [*Your HS Name*] students and can answer your questions 24/7/365. Want to chat with ADVi? Take out your phone and text COLLEGE to 512-829-3687 [*repeat phone number at least once!*].

## Social Media

Social media is a great tool to help notify students and parents about ADVi. Below are some sample messages you can use on any school social media accounts.

- **Twitter:** Hey *Armadillos* [*replace with your school's mascot!*] Meet ADVi, a free college advising chatbot you can text 24/7/365. Text COLLEGE to 512-829-3687. #askADVi
- **Twitter:** Have college questions? ADVi has answers. ADVi is a chatbot who can give you info about college 24/7/365. Go to: [www.askADVi.org](http://www.askADVi.org) #askADVi
- **Facebook:** [*Your HS Name*] students - we are excited to share a new resource to help you on your path to college! Meet ADVi, a college advising chatbot you can text 24/7/365. It's free! Text COLLEGE to 512-829-3687 or visit [www.askADVi.org](http://www.askADVi.org). #askADVi

You and your students can also follow ADVi on Instagram, Facebook, and Twitter at **easkADVi!**

## School Text Service

Does your school use a text message service to reach students? That's a great vehicle for getting the word out about ADVi! Sample text:

We're excited to share a new tool to help you with questions about college! Meet ADVi, a college advising chatbot you can text 24/7/365. It's free! Text COLLEGE to 512-829-3687.

## School Email Newsletter or Website

Use this sample text in your school email newsletter or on your website!

### Have Questions About College? Ask ADVi!

ADVi is a chatbot who can answer your questions about attending public colleges and universities in Texas. ADVi, short for "advisor", is free for [*Your HS Name*] students and can answer your questions 24/7/365. To start a chat with ADVi, just text COLLEGE to 512-829-3687.

You can ask ADVi anything - no question is too silly or too hard! You can ask questions like: *What is ApplyTexas? How long does the FAFSA take? What is the TASFA? Where can I look for scholarships?*

ADVi was created by the Texas Higher Education Coordinating Board and is made possible through a partnership with Mainstay. Learn more at [www.askADVi.org](http://www.askADVi.org).

