

LinkedIn



LinkedIn is designed for professionals who want to stay in touch with colleagues, build career networks, and keep up with what is happening in their industries. And it's growing in popularity, adding two new members every second, so you may already have a large number of close friends and family actively using LinkedIn. If that's the case, you may want to consider using this powerful social networking tool to let these special people know how your family's college savings plans are going and how they can help.

USING LINKEDIN FOR COLLEGE SAVINGS

- **Create a LinkedIn account or log in to your existing account.**
- **Build your network** — especially among close friends and family.
- **Create a Members-Only LinkedIn group so that you can share information about your family's 529 plan with a select group.**
Since LinkedIn is intended for professional use, you may want to restrict detailed conversations about your family's education goals. These private groups were created with just such a situation in mind. Here you can share your child's educational successes, your commitment to college savings, and thank friends and family for their interest and generosity. Every 529 plan contribution is important, and people love to be recognized in a public forum. You can also remind group members how much a 529 contribution would be appreciated as an upcoming birthday or holiday gift.
- **Consider sharing some news with a broader audience on LinkedIn.** While you may not want to ask a previous employer to contribute to your extended family's education goals, most people will be thrilled to hear that your son just made it into a sought-after university and that you appreciate all that your close friends and family did to make that dream a reality.
- **Broad, but not overly personal, statements may lead to interesting connections.** LinkedIn is focused on helping people build networks for work and business. Mention your daughter's dream to attend Columbia and you may find that you already know alumni who might be helpful in giving you first-hand information about student life. Mention your family's commitment to building your new grandson's 529 plan and you may receive a cascade of other people's 529 plan success stories.



TAPPING INTO THE POWER OF LINKEDIN

- **Be professional; be savvy.** LinkedIn is career-oriented and designed to allow users to present a professional face to the world. Keep this intended use in mind when sharing personal details and family aspirations. Share your successes, but consider creating a members-only group for close friends and family to discuss your family's commitment to education planning.
- **Create a members-only group.** The "members only" group feature on LinkedIn was designed to allow users to restrict access to information and conversations to a select few. Use it. Setting up a group is easy and allows you to quickly connect with friends and family who are already using LinkedIn.
- **Educate yourself.** LinkedIn is not only useful for getting information out; it is also useful for finding information, connecting to the people and institutions you are interested in, and staying up to date. Find and follow the College Board on LinkedIn. You will also find that most colleges and universities have a presence on this networking site. Follow them to keep abreast of developments at these institutions.
- **Connect with your Financial Advisor.** If your Financial Advisor has a LinkedIn page, follow him or her. Many Financial Advisors post helpful financial advice, and LinkedIn is an easy way to stay in touch. Your Financial Advisor will also likely be one of your biggest cheerleaders when it comes to your commitment to your child's future.

LinkedIn is a unique social networking site designed for professional networking. Use it wisely to build your child's 529 plan with close friends and family, to communicate with a broader audience about your family's education plans, and to stay informed about higher education and 529 planning.

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Facebook



Facebook is a great way to keep in touch, but did you know it can also be a fun and effective way to enlist the support of close friends and family for your child's future education plans?

You can let family and friends know about your commitment to college savings through your regular Facebook page and suggest ways for people to help — such as contributing to your child's 529 plan. If you want to restrict this information to close friends and family, consider creating a Facebook group specifically for this purpose. It's easy, interactive, and fun for those special people in your life who truly care about your child's future.

CREATING A FACEBOOK PAGE FOR COLLEGE SAVINGS

- **Log on to your Facebook page.**
- **Click "Create Group."**
- **Name your group.** Some suggestions: "Jordan's 529 College Savings," or "Johnson Family 529 Plan."
- **Choose "Open," "Closed," or "Secret."** Open groups can be seen by anyone, so many families make their college savings group either closed or secret. In a closed group, basic information, such as members and purpose, can be seen by anyone, while posts are restricted to members. A secret group is most private — only visible to those invited to participate in the group.
- **Add members to your group.** Facebook contacts can be added easily, and it's important to choose carefully. Grandparents, godparents, aunts, uncles, and other close friends and relatives are often happy to be kept up to date on your family's education plans and are eager to know how they can help.

GETTING THE MOST OUT OF YOUR 529 FACEBOOK GROUP

- **Post photos and videos of your budding scholar.** If you post on a closed or secret group page, only group members will have access.
- **Use the Events feature to post reminders about upcoming birthdays, graduations and other gift-giving occasions.** Let friends and family know how much a 529 contribution would be appreciated.



- **Fundraise.** Your child may want to host a Read-A-Thon or a Jump-Rope-A-Thon to raise funds. The Events feature is a great way to call attention to your child's efforts.
- **Post a poll.** Facebook allows groups to poll members by setting up multiple-choice questions. Grandparents and others often enjoy being asked for an opinion and having a voice. For example, should your high school junior send that application to Harvard or aim for a West Coast school closer to home?
- **Brag a little.** Did your daughter just score the lead in the school play? Did your son ace his algebra exam? Let your child's cheerleaders know.
- **Post links.** Local newspapers and PTA newsletters are often online. If your child or your child's school did something newsworthy, let people know by posting a link.
- **Attach files.** Did your son just write his first term paper for middle school? Did your daughter finally polish up her college admissions essay? Post the file for the group to see.
- **Post updates.** Let group members know how your college savings plan is progressing. Family members and close friends will be thrilled to hear that the group's efforts on behalf of your child are thriving.
- **Post photos and videos of trips to colleges and universities if your child is starting to research his or her college options.** Grandparents and others may not be able to join you for these exciting trips, but by checking in with your Facebook group, they can still feel involved in the process.

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Have fun setting up and managing your family's 529 Facebook page. You may soon see that many hands make light work and that your family's 529 plan is growing by leaps and bounds.

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Twitter



Twitter is big. The social media network has over 140 million users worldwide, who broadcast over 400 million tweets per day.

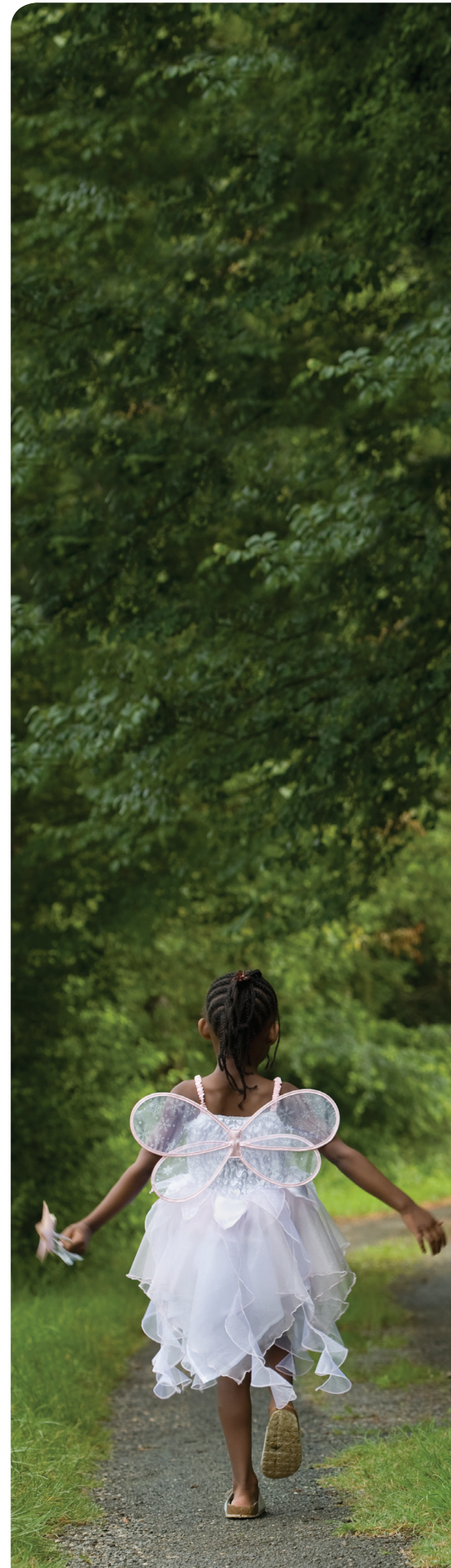
While the most of these global users are unlikely to want to help with your child's college plans, you may be surprised how many of your close friends and family are already on Twitter. Many will want to hear about your family's commitment to college planning and want concrete ways help.

If you don't already have a Twitter account, signing up is easy. Just visit twitter.com and follow the simple directions. You can create a separate Twitter feed for your family's college plans, but using your regular Twitter account is also fine.

If you like, you can restrict access to your tweets to specified users, but you may want to use Twitter as many of its users do — for broad statements, meant for a wide audience, and intended to direct anyone who is interested to another site, such as a family 529 Facebook group page that is more private.

USING TWITTER FOR COLLEGE SAVINGS

- **Create a Twitter account or log in to your existing account.**
- **Find people you know by searching for them by name or email.** Follow them. Ask them to follow you back.
- **Educate yourself with Twitter.** Find the colleges your children are interested in attending on Twitter and follow them. You can also likely find your Financial Advisor on Twitter — it's a great way to stay connected and get information and tips on financial planning success. And don't forget to follow Legg Mason Scholars Choice @scholars_choice.
- **Tweet about your children's progress in school and your family's college goals.** Talk about how you've made savings a family affair and tell the world about your child's supportive grandparents, relatives and friends. Give them all a public thank you.



SAMPLE TWEETS (REMEMBER, TWEETS MUST BE UNDER 140 CHARACTERS)

- Maggie's grandparents gave the most wonderful birthday gift — a contribution to her college fund!
- Jose's read-a-thon is a success. He's read 90 pages so far and Uncle Jeff has already made a contribution to his 529 plan!
- Jane has just been accepted to her dream school! Thanks to our friends' and family's gifts to her 529 plan, she can go!
- Our 529 Facebook Group page poll is in: Yale should be Toby's first choice.
- We're new grandparents! Our family's 529 plan was open before Max even came home from the hospital.

Twitter is fun and immediate. Use it for quick updates to a wider audience and to stay up to date on college and college savings.

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