



CollegeFest Content Kit for Colleges and Universities

Thanks for spreading the word about Campus Philly's weekend-long CollegeFest on September 10 and 11, 2022! We're thrilled to welcome YOUR new and returning students to our celebration of FREE experiences all around the city and introduce all that Philadelphia has to offer.

Below is some recommended social media copy, broken out by platform, that you can use to promote CollegeFest and encourage students to sign up. Students can view the full event lineup at CampusPhilly.org/CollegeFest.

The copy below is just a recommendation -- please feel free to use your own caption, and edit accordingly. You can use the copy below in conjunction with the photos found in the Content Kit, or the CollegeFest promotional graphics.

EMAIL COPY:

[Campus Philly](https://CampusPhilly.org) is the *best* resource for every college student in Philadelphia looking to explore the city's museums, neighborhoods, and events. And earlier this month, Campus Philly announced something BIG...

CollegeFest, Campus Philly's annual "Welcome to Philly!" celebration for new and returning students, is BACK and better than ever! College students are invited to kick off the fall semester with the weekend-long celebration on **September 10 and 11, 2021** when ALL college students ([who sign up for CollegeFest](#)) will get FREE admission to 25+ museums, activities, and events all around the city, including the Philadelphia Museum of Art, Barnes Foundation, Museum of the American Revolution, and SO many more.

PLUS, SEPTA transportation on regional rail, subway, bus, and trolley will be FREE all weekend to CollegeFest registrants, making it easier than ever to get around and explore the whole city.

BONUS: When you sign up for CollegeFest, you'll be automatically entered to win prizes all summer long, including concert tickets, gift cards, dining credits, museum memberships, and so much more.

You can view the full CollegeFest lineup at CampusPhilly.org/CollegeFest, and sign up TODAY to secure your ticket for FREE admission at iconic spots all over Philly on September 10 and 11!

Follow @CampusPhilly on Instagram, TikTok, and Twitter for event updates, things to do this summer, deals and discounts, and more!

INSTAGRAM COPY:

Note—if you'd like to include a link to register for CollegeFest in your own bio on Instagram (please feel free to do so!) you can use this link: <https://bit.ly/2SHHzFI>

🎆 EXCITING NEWS! 🎆 Campus Philly's CollegeFest is BACK and better than ever... and is taking place on September 10 and 11! Sign up today to get FREE admission, exclusively for college students, at 25+ museums, activities, and events all around the city, including the Philadelphia Museum of Art, Barnes Foundation, Museum of the American Revolution, and SO many more.

PLUS, SEPTA transportation on regional rail, subway, bus, and trolley will be FREE all weekend to CollegeFest registrants, making it easier than ever to get around and explore the whole city.

Follow @CampusPhilly for deals, discounts, and events exclusively for #Philly area college students like you.

View the full CollegeFest lineup at CampusPhilly.org/CollegeFest, and sign up TODAY to secure your ticket for FREE admission at iconic spots all over Philly on September 10 and 11!

Signing up for #CollegeFest also automatically enters you into giveaways to win free concert tickets, gift cards, dining credits, and more prizes all summer long.

Sign up for #CollegeFest at @CampusPhilly's bio, or by visiting CampusPhilly.org. SEE YOU SOON!

TWITTER COPY:

🎆 EXCITING NEWS! 🎆 @CampusPhilly's #CollegeFest is BACK! Enjoy FREE admission at 25+ museums, experiences and events all over the city, exclusively for college students, on Sept. 10 & 11. Students - sign up at <https://bit.ly/3HokrAR>. See you soon!

FACEBOOK COPY:

🎆 EXCITING NEWS! 🎆 Campus Philly's CollegeFest is BACK and better than ever... and is now a FULL weekend-long celebration on September 10 and 11! Sign up today to get FREE

admission, exclusively for college students, at 25+ museums, activities, and events all around the city, including the Philadelphia Museum of Art, Barnes Foundation, Museum of the American Revolution, and SO many more.

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