

Public Benefit Finder for California Students: Social Media Toolkit

At California Competes, we're committed to simplifying the [complex landscape of financial assistance and benefit programs](#) for students. Our research has revealed a maze of over a hundred programs, each with its own rules and requirements, often leaving students struggling to navigate and missing out on vital support to which they're entitled.

To help bridge this gap, we've identified and compiled the high-value resources on the [Public Benefit Finder for California Students](#). This user-friendly tool helps students manage the costs of college by making resources more accessible. Whether students seek assistance with tuition, housing, or childcare, the Finder provides personalized recommendations for over 30 programs, as well as guidance on who is eligible, how to apply, and what benefits the program provides.

Below, we shared a set of promotional materials to help us elevate this valuable student resource on your social media platforms. Please feel free to adapt them to suit your organization's voice and platform preferences.

For Newsletters/Website

Leverage New Public Benefit Finder to Help Students Ease College Costs

The Public Benefit Finder for California Students helps make college more affordable by simplifying access to financial assistance and benefit programs. Whether students seek assistance with tuition, housing, or childcare, this user-friendly tool, developed by California Competes, provides personalized recommendations for over 30 programs, as well as guidance on who is eligible, how to apply, and what benefits the program provides. [Explore the Finder here](#).

Social Media Image

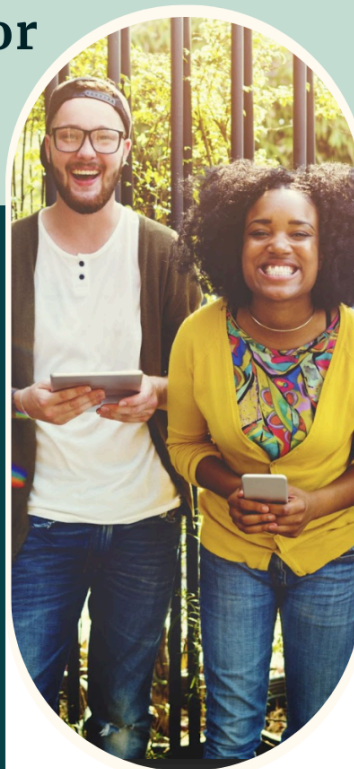
Public Benefit Finder for California Students

The new tool from California Competes

Make college more affordable!

- Search across 30+ financial assistance and benefit programs
- Get step-by-step guidance and personalized recommendations
- Apply directly with secure links

Explore the tool here!



HIGHER EDUCATION FOR A STRONG ECONOMY

Sample Posts

LinkedIn/Facebook:

- Are you a student who struggles to navigate the maze of financial assistance and benefits programs? Know someone who is? Check out a new tool from @California Competes! The Public Benefit Finder for California Students simplifies the process and ensures students get the support they're entitled to. Whether it's tuition, housing, or child care assistance, this user-friendly tool provides personalized recommendations for 30+ programs. Explore the Finder today!
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>
- @California Competes just released a new tool that aims to streamline the process for finding and applying for financial assistance and benefit programs. With over 30 programs, the Public Benefit Finder helps California students navigate the maze of resources so that they can gain access to these supports and manage college costs. Explore personalized



recommendations and guidance on eligibility, applications, and benefits. Let's empower California students to access the resources they're entitled to. Explore the tool here:

<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>

- College costs are one of the biggest barriers to postsecondary success. The new tool by @California Competes, The Public Benefit Finder for California Students, aims to simplify the complex landscape of financial assistance and benefit programs, making college costs more manageable. With personalized recommendations for over 30 programs and guidance on eligibility and benefits, students can easily navigate resources for tuition, housing, childcare support, and more! Explore the Finder and empower California students to access the resources they're entitled to!
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>
- The journey to and through college should be about learning, not struggling to find and navigate complex financial assistance and benefits programs. Discover @CalCompetes's new tool, the Public Benefit Finder for California Students, that helps simplify access to over 30 programs to help students manage college costs. Explore the Finder today to ensure California students get the support they're entitled to.
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>
- 🌟 Introducing the Public Benefit Finder for California Students 🌟 Navigating financial assistance programs for college can be overwhelming. That's why @CalCompetes created a user-friendly tool to simplify the process and ensure students get the support they're entitled to. The Benefit Finder compiles over 30 high-value resources, whether it's tuition, housing, or childcare, and provides personalized recommendations and clear guidance on eligibility and how to apply. Explore the Finder today!
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>

X (Twitter):

- Struggling to navigate financial assistance and benefits programs? @CalCompetes's new Public Benefit Finder simplifies access to tuition, housing, childcare & more with personalized recommendations for 30+ programs.
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>
- Discover @CalCompetes's new tool! The Public Benefit Finder simplifies access to financial assistance and public benefits for students. Find resources and get personalized guidance on eligibility and how to apply to 30+ programs. Explore the tool today!
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>
- Just released! Check out @CalCompetes new Public Benefit Finder for CA Students that simplifies access to tuition aid, housing, childcare & more with personalized



recommendations for 30+ programs. Help students find the resources they're entitled to!
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>

- Looking to make college costs more manageable? @CalCompetes's new Public Benefit Finder simplifies access to financial assistance and public benefits for CA students. Get personalized guidance on eligibility and how to apply for 30+ programs. Explore the tool today!
<https://californiacompetes.org/resources/public-benefit-finder-for-california-students/>

