FSA ID
Digital & Social Outreach

**Tools to Help You Encourage Students
(and Parents) to Get Their FSA IDs**

Did you know?

The U.S. Department of Education's office of Federal Student Aid provides $150 billion in grants, work-study funds, and loans each year to help people pay for college or career school.

Spread the word!

Help us encourage your students to apply for aid. The first step they'll need to take is to create an FSA ID—a username and password required to electronically sign the *Free Application for Federal Student Aid* (FAFSA®), available online beginning January 1.

A parent of a dependent student will also need to create an FSA ID to sign the FAFSA electronically. (Note: In May 2015, the FSA ID replaced the Federal Student Aid PIN. Previous filers now need to use their FSA IDs and not their old PINs to apply for federal student aid.)

In this guide, you'll find sample tweets, Facebook posts, graphics, and other online resources to share with your networks.

For more information, visit StudentAid.gov/fsaid.

Follow us:

facebook.com/FederalStudentAid

Twitter.com/FAFSA

YouTube.com/FederalStudentAid

Ready to help your students get their FSA IDs and start the FAFSA process? Here are four things you can do right now:

1. Share on Twitter.

If your organization uses Twitter, consider using these sample tweets (or create your own) for outreach to students and parents. Mention @FAFSA and use the hashtag #FSAID. To use any of the graphics below for your tweets, click on the image and in the new tab, right-click and select "Save As" to download.

• What's an #FSAID? It's a username & password—and you'll need one to sign the @FAFSA online: http://StudentAid.gov/fsaid

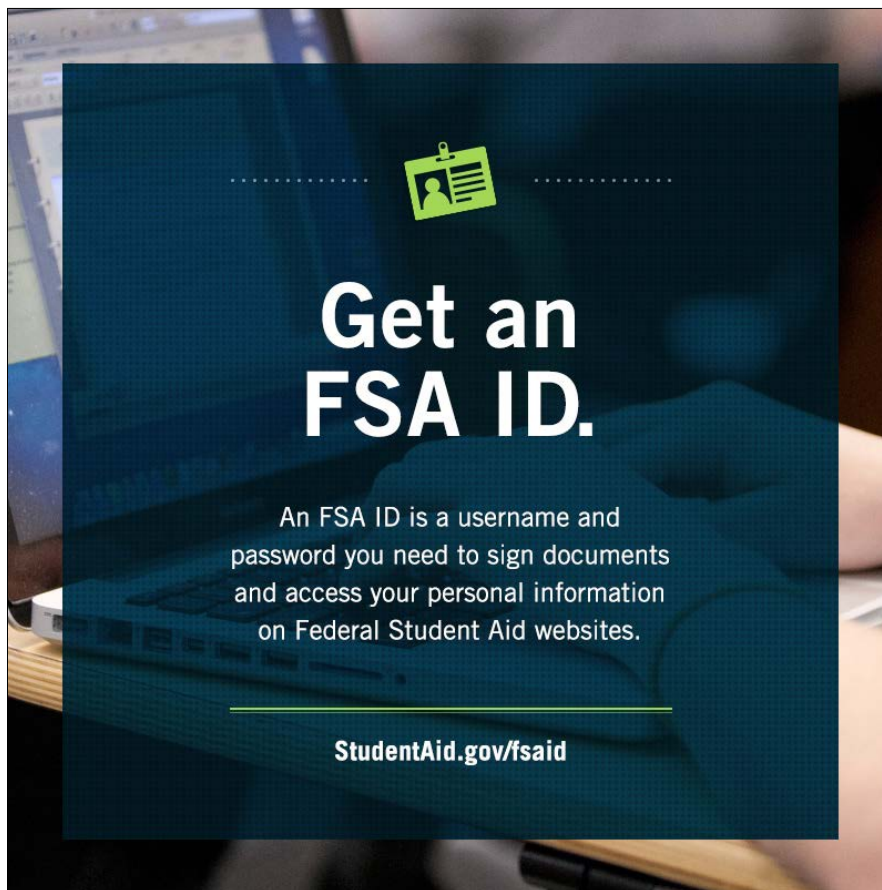• PARENTS: You & your kids can't sign the @FAFSA with the same #FSAID. Each of you will need to get your own here: http://StudentAid.gov/fsaid

• STUDENTS: Get your #FSAID username & password now! (Your parent may need one, too.) Start here: http://StudentAid.gov/fsaid

• If you have questions about getting an #FSAID, @FAFSA has some answers for you: http://StudentAid.gov/fsaid

• Getting ready to fill out the @FAFSA? First, you'll need an #FSAID. Find out everything you need to know: http://StudentAid.gov/fsaid

2. Post to Facebook.

If your organization uses Facebook, consider using these sample posts (or create your own) for outreach to students and parents. Be sure to tag Federal Student Aid by typing out "@Federal Student Aid" in the post copy on Facebook.* To use any of the graphics below for your Facebook posts, click on the image and in the new tab, right-click and select "Save As" to download.

• Getting ready to fill out the FAFSA? First things first: You need to get
  an FSA ID (username and password). Learn more at http://StudentAid.gov/fsaid

*Note: Tagging will not work by using copy and paste.

- STUDENTS & PARENTS: Renewing your FAFSA? You can no longer use your PIN. You need to create an FSA ID—a username and password needed to sign the FAFSA electronically. Get started at http://StudentAid.gov/fsaid

HOW TO CREATE AN **FSA ID**:

1. Enter your e-mail address
2. Create a username
3. Create a password
4. Confirm you are 13 years of age or older
5. Enter your Social Security number
6. Enter your date of birth
7. Enter your name
8. Enter your Federal Student Aid PIN if you have one. *If you don't have a PIN, Question 8 will not appear.*
9. Enter your mailing address
10. Enter your phone number
11. Enter an alternate phone number
12. Choose your language preference
13. Set up 5 challenge questions
14. Read and accept the terms
15. Verify your e-mail address

StudentAid.gov/fsaid

- COLLEGE STUDENTS! Before you can fill out your FAFSA, you should get a username and password (also known as an FSA ID). The FSA ID replaced the PIN and is more secure. Don't wait. Get yours now at http://StudentAid.gov/fsaid

- Getting an FSA ID (username and password) is the first thing you should do to fill out the FAFSA. Knock out step 1 today at http://StudentAid.gov/fsaid

- Students and parents! To make sure your information is secure, ONLY YOU can use your FSA ID (username and password). Don't share it with anyone else. All the info you need is right here on http://StudentAid.gov/fsaid

3. Create a blog post using our content and share it with your networks.

Feel free to copy and paste content from the blogs below. Be sure to credit and link back to Homeroom, the official blog of the U.S. Department of Education. Here are a few posts to get you started:

• The FSA ID: Your First Step to Getting Financial Aid for College

• Federal Student Aid PIN (1998–2015)

• Goodbye, Federal Student Aid PIN. Hello, FSA ID!

4. Browse and share these additional outreach resources:

Feel free to use these additional materials and resources to help inform students, parents, and borrowers about what an FSA ID is, who needs one, and how to create one.

• Fact Sheet: What's an FSA ID and Why Do I Need One? (PDF)

• Creating and Using Your FSA ID: An Overview (PowerPoint)

• StudentAid.gov/fsaid