

EXAMPLE SOCIAL MEDIA POSTS

Your social media pages and presence is yours, and we can't force you to use it for CEB promotion. That said, if you are comfortable using your network to enhance CEB's awareness and reach, which is highly recommended, we want to make it as easy for you as possible. We will share CEB's relevant social media posts on the Slack channel in real-time so you can repost what you find valuable, and we've also built a repertoire of posts and graphics for you to use on your own. Posts that you create will also be shared to the CEB Academic's LinkedIn and TikTok accounts.

- **LinkedIn Generic Registration Post:**

"Law school is hard — CEB's AccessLaw makes it easier. Use CEB's tools to crush your outlines and prep with confidence. DM me for your free student access code. 🖥️📱 #LawSchoolHack #CEBStudentRep"

- **LinkedIn Table Promo Post:**

"Free legal research tools? Yes, please. AccessLaw by CEB has your back with outlines, casebooks, and more. If you're at [Your School Name], stop by my table next week or message me for access info!"

- **LinkedIn Testimonial Post:**

"Law school is tough — but AccessLaw by CEB makes it a whole lot easier. I personally love it because it gives me free access to outlines, casebooks, practice guides, and real legal research tools that actual attorneys use in California. It's helped me feel more confident in class and more prepared for finals.

Plus, it's 100% free for law students. No catch. No credit card. Just resources that actually help.

If you're at [School Name], I'm your campus rep — and I'd love to help you get started. DM me or stop by my next table for access info and free swag! 🙌🖥️📱"

List of relevant hashtags

- #AccessLaw
- #CEBStudentRep
- #LawSchoolLife
- #LawStudentTools



TikTok Video Ideas

- **POV: Day in the Life of a CEB Student Ambassador** - Record a behind-the-scenes look at your day — setting up your tabling station, handing out swag, chatting with students, and explaining what CEB/AccessLaw is all about.
- **What I Wish I Knew as a 1L** - Share tips you would give to new law students — and naturally work in how AccessLaw and CEB helped you study smarter, not harder.
- **“AccessLaw in 30 Seconds” Challenge** - Quickly explain what AccessLaw is, who it’s for, and how to sign up — the goal is to keep it under 30 seconds for fast engagement.
- **My Study Routine With AccessLaw** - Show a “before” version of a chaotic study session vs. an “after” version with AccessLaw open, using outlines, secondary sources, or practitioner tools to study efficiently.
- **Why I Became a CEB Rep** - Talk directly to the camera and share your motivation for joining the program, what it’s taught you, and how it’s helped your legal education or career goals.
- **Unboxing My CEB Swag + Tabling Tips** - Do a fun unboxing of your CEB swag kit, followed by a few quick tips on how you use the items during tabling (flyers, stickers, banner setup, etc.).
- **Study With Me: Research Edition** - Record a quiet, aesthetic “study with me” video using AccessLaw to research a topic or prep for class — show screen snippets or book overlays if allowed.
- **CEB Mythbusting** - Address common misconceptions (e.g., “I thought CEB was just for practicing attorneys”, or “There are so many research tools, I didn’t think CEB could be different, but...”) and explain it’s benefits to students.
- **Law School Starter Pack (with CEB)** - Create a “starter pack” video for surviving 1L — law books, highlighters, coffee, and of course, CEB for research and outlines.
- **Partner Org Crossover Event Hype Video** - Create a 10–15 second promo with a co-hosting student org to hype up an upcoming event — bonus points if you include both logos and food pics!

