

GAP YEAR EXPLORATION MONTH

February 2021

Digital Engagement Toolkit

Help build the gap year movement by posting on your social media platforms using **#explorethegapyear** to add your voice to this exciting month!

We encourage you to share gap year videos, graphics and stories with your friends and followers.

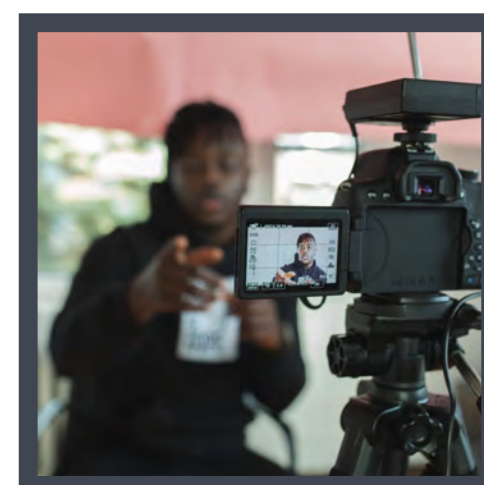
Students often say the reason they didn't take a gap year is because they didn't know it was an option for them.

Let's flip that script!

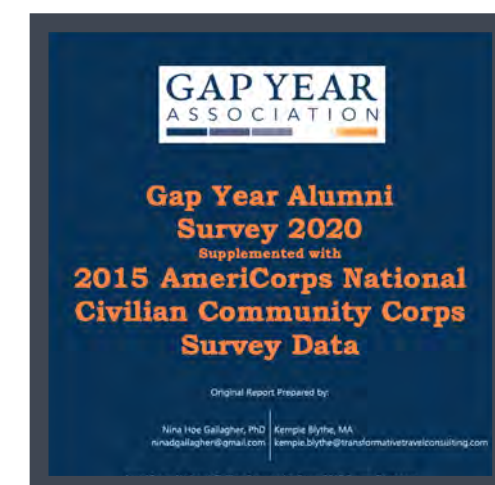
Find shareable images and videos below!



Gap Year Exploration
Month logo & graphics.



Gap Year Exploration
Month videos.



2020 Gap Year Alumni
Survey Graphics

EXPLORE
THE
GAP YEAR

GAP YEAR
ASSOCIATION

Gap Year Exploration Month, celebrated annually in February, is a shared initiative by the Gap Year Association for educators, program providers, industry groups, gap year alumni & others who aim to grow awareness of the gap year option.

Let's **#explorethegapyear** together!

HOW TO PARTICIPATE

1

Programs & Educators: Plan an info session!

Submit registration details for a virtual info event (webinar, Instagram Live, etc) to [this form](#) to build our shared calendar of exciting gap year events! Get in touch with GYA if you need a presenter for your info session.

2

Use #explorethegapyear in February

Join us by using the Gap Year Exploration Month hashtag on social media. Share gap year stories, advertise info sessions and highlight gap year benefits on your platform. Find our content folders on the previous page and share away!

3

Link to GapYearExplorationMonth.com

Refer students, parents, and educators to the [Gap Year Exploration Month](#) site as a starting point to find gap year information and events!

4

Reference NEW Gap Year Alumni Survey data

Share the results of the 2020 Gap Year Alumni Survey so your network can understand the benefits of gap year time. See the [full report here](#) or highlights on the next page.



EXPLORE
THE
GAP YEAR

SOCIAL MEDIA

Hashtag: [#explorethegapyear](#)

[GYA Twitter](#)

[GYA Facebook](#)

[GYA Instagram](#)

[GYA LinkedIn](#)

Here's some suggested messaging to help you get started!

- Life experience gained during a gap year sets students up for success in the real world. Join an event during GYEM 2021 to find our more! [#explorethegapyear](#)
- This Gap Year Exploration Month, we are asking people to help others [#explorethegapyear](#) by sharing their favorite gap year memories. What are yours?
- Did you know that gap year programs give away nearly \$5 million in aid and scholarships every year? Learn how to fund your year at gapyearassociation.org

KEY MESSAGING

What is a gap year?

An extended period of experiential learning, typically taken after high school and prior to career or post-secondary education, in order to deepen one's practical, professional, and personal awareness.

How do gap years set students up for success in life and work?

Today's emerging adults are facing unprecedented challenges including rising higher education costs, high rates of anxiety and depression and the fallout of a global pandemic. Taking a gap year allows a student to engage in activities that promote their well-being, build their skill set and prepare for the next steps of their education.

Why consider a gap year?

- 98% of gap year participants say their gap year increased their confidence and maturity.
- Interactions with difference during a gap year promote the greatest learning, growth, and development for 2020 survey respondents.
- 84% of gap year participants say their gap year increased their academic motivation.
- 82% say their gap year gave them a competitive edge when applying to college and/or jobs.
- Students who have taken a gap year later report to being satisfied with their career.
- In 2019, gap year programs gave away more than \$5 million in financial aid and scholarships.