

**Regions:** Florida, Alabama, Georgia, South Carolina

**Artwork stored:** Production/00 Marketing/05-Social-Email-Webinar/02 FB LI IG Content/2022 Content/22.07 To Post/

|                          |                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Platform</b>          | <b>Instagram</b>                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Audience</b>          | HEI candidates                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Messaging</b>         | <p>What do these U.S. institutions have in common? They all accept the Michigan English Test. Let our English proficiency exam be your gateway to opportunity, advancement, and personal growth.</p> <p>Do your summer plans include traveling to Florida on July 9? Book your 4-skill MET now and get 20% off your in-center exam fee. That's \$36 back in your wallet to enjoy the best of Miami.</p> |
| <b>Graphic messaging</b> | University of Michigan, University of Georgia, Indiana University, Rutgers University, University of Wisconsin-Milwaukee - Broward College - Portland Community College - Florida State University - Emporia State University - Washington State University - Orange Coast College                                                                                                                      |
| <b>Link</b>              | <a href="http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida">http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida</a>                                                                                                                                                           |
|                          |                                                                                                                                                                                                                                                                                                                      |

|                  |                                                                                                                                                                                     |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Platform</b>  | <b>Instagram</b>                                                                                                                                                                    |
| <b>Audience</b>  | Nurses/Healthcare profs                                                                                                                                                             |
| <b>Messaging</b> | This is YOUR summer. Use it to take one step closer to your professional licensure with the Michigan English Test. Book it now and sit for your 4-skill MET on July 9 at our Miami, |

|                          |                                                                                                                                                                                                                                               |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          | FL, testing site. Receive 20% off your exam fee and a recognized international English certificate.                                                                                                                                           |
| <b>Graphic messaging</b> | Looking for a reason to visit Miami? Click to learn more about our special MET administration this July. Psst...it features money back in your pocket.                                                                                        |
| <b>Link</b>              | <a href="http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida">http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida</a> |
|                          |                                                                                                                                                            |

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Platform</b>          | <b>Facebook</b>                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Audience</b>          | HEI candidates                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Messaging</b>         | <p>The Michigan English Test is an international accreditation that can take you global. Fulfill your dreams of studying abroad. Book your English proficiency exam today.</p> <p>July 9 is a big day for MET test takers in Florida. Michigan Language Assessment is offering 20% off the exam fee to all students completing their 4-skill exam at the Miami testing site. Learn more and claim your seat before they're gone.</p> |
| <b>Graphic messaging</b> | <p>Meet your goals with the Michigan English Test.</p> <p>Claim your seat for our special administration on July 9 in Miami, FL.</p>                                                                                                                                                                                                                                                                                                 |
| <b>Link</b>              | <a href="https://michiganassessment.org/michigan-tests/met/met-testtaker/">https://michiganassessment.org/michigan-tests/met/met-testtaker/</a>                                                                                                                                                                                                                                                                                      |



Meet your goals with the  
Michigan English Test.

Claim your seat for our  
special administration  
on July 9 in Miami, FL.

MICHIGANASSESSMENT.ORG



| Platform          | Facebook                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Audience          | Nurses/Healthcare profs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Messaging         | <p>We have the English accreditation for you! The Michigan English Test is accepted by the Florida Board of Nursing. Book your English proficiency exam today to fulfill your language requirements for licensure.</p> <p>Take your 4-skill MET in Miami this July 9 to get 20% off your test fee. That's money back in your wallet for what matters most this summer—FUN.</p>                                                                                                                                                                                                                                 |
| Graphic messaging | <p>MET's credentials:</p> <ul style="list-style-type: none"><li>• Federally recognized by the Health Resources and Services Administration</li><li>• accepted by State Nursing Boards in Alabama, Florida, Idaho, Michigan, North Dakota, Oklahoma, Nebraska, and Wyoming</li><li>• Designed by language assessment experts from Michigan Language Assessment, a collaboration between the University of Michigan and Cambridge University Press &amp; Assessment</li></ul> <p><b>LIMITED TIME OFFER:</b> Book your spot for our special administration of the MET on July 9 in Miami, FL. Click to claim.</p> |
| Link              | <a href="https://michiganassessment.org/michigan-tests/met/met-testtaker/">https://michiganassessment.org/michigan-tests/met/met-testtaker/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                |



**MET's credentials:**

- Federally recognized by the Health Resources and Services Administration
- Accepted by State Nursing Boards in Alabama, Florida, Idaho, Michigan, North Dakota, Oklahoma, Nebraska, and Wyoming
- Designed by language assessment experts from Michigan Language Assessment, a collaboration between the University of Michigan and Cambridge University Press & Assessment

**LIMITED TIME OFFER:**

Book your spot for our special administration of the MET on July 9 in Miami, FL. [Click to claim.](#)

[MICHIGANASSESSMENT.ORG](https://michiganassessment.org)



|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Platform          | LinkedIn                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Audience          | Nurses/Healthcare profs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Messaging         | <p>The Michigan English Test is federally recognized by the Health Resources and Services Administration AND accepted by state boards of nursing in Alabama, Florida, Idaho, Michigan, North Dakota, Oklahoma, Nebraska, and Wyoming. Take one step closer to your goal of professional licensure by booking your English proficiency exam with us today.</p> <p>Will you be in Miami this July? Then you're in luck! Take the 4-skill MET at our Miami, FL, testing site on July 9 and get 20% of your test fee back.</p> |
| Graphic messaging | Pull list of nursing boards from Healthcare landing page ( <a href="https://michiganassessment.org/met-for-healthcare/">https://michiganassessment.org/met-for-healthcare/</a> ) + HRSA                                                                                                                                                                                                                                                                                                                                    |
| Link              | <a href="http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida">http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida</a>                                                                                                                                                                                                                                                                              |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <div>  <div> <b>CERTIFY YOUR ENGLISH FOR PROFESSIONAL LICENSURE IN THE UNITED STATES</b> </div> </div> <div> <p>The Michigan English Test (MET) is federally recognized by the HRSA and by healthcare and nursing boards in:</p> <ul style="list-style-type: none"> <li>• Alabama</li> <li>• Florida</li> <li>• Idaho</li> <li>• Michigan</li> <li>• Nebraska</li> <li>• North Dakota</li> <li>• Oklahoma</li> <li>• Wyoming</li> </ul> </div> <div>   </div> <div> <a href="http://MICHIGANASSESSMENT.ORG">MICHIGANASSESSMENT.ORG</a> </div> |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| Platform / Campaign              | Google - Competitors                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ad Group                         | 22.7.Comp-All                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Keywords                         | <ul style="list-style-type: none"> <li>• TOEFL</li> <li>• toefl ibt</li> <li>• toefl test</li> <li>• Test toefl</li> <li>• IELTS</li> <li>• IELTS test</li> <li>• IELTS English</li> <li>• IELTS preparation</li> <li>• Duolingo exam</li> <li>• Duolingo English test</li> </ul>                                                                                                                                                                           |
| Headlines (30 character limit)   | <ul style="list-style-type: none"> <li>• The Michigan English Test</li> <li>• Reserve your MET seat in FL</li> <li>• English for college admissions</li> <li>• Where will MET take you?</li> <li>• This is your chance. Book now.</li> <li>• Take the MET in Miami</li> <li>• English level test and rebate</li> <li>• Better English with MET</li> <li>• Claim your MET refund</li> <li>• Book your MET in Miami</li> <li>• Limited time rebate</li> </ul> |
| Description (90 character limit) | <ul style="list-style-type: none"> <li>• Fulfill your college dreams with the Michigan English Test. Book your seat today.</li> <li>• Where will the Michigan English Test take you? Claim your seat at our local test centers.</li> </ul>                                                                                                                                                                                                                  |

|             |                                                                                                                                                                                                                                               |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <ul style="list-style-type: none"> <li>• Don't miss your chance! Book your MET seat now. Limited seating at your local center.</li> <li>• Start your college journey with the Michigan English Test. Reserve your seat today.</li> </ul>      |
| <b>Link</b> | <a href="http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida">http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida</a> |

|                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Platform / Campaign</b>              | <b>Google - Exams for University Admission</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Ad Group</b>                         | <b>HEI - Terminology for English tests 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Keywords</b>                         | <ul style="list-style-type: none"> <li>• English level test</li> <li>• College entrance test</li> <li>• English exam for college</li> <li>• English test for university admissions</li> <li>• Language test for university admission</li> <li>• English for university admission</li> <li>• English for college admissions</li> <li>• Test for university admissions</li> <li>• Test for college admissions</li> <li>• Admissions English</li> <li>• Admissions English requirement</li> <li>• College English</li> <li>• College English requirement</li> <li>• University English</li> <li>• University English requirement</li> </ul> |
| <b>Headlines (30 character limit)</b>   | <ul style="list-style-type: none"> <li>• English proficiency test.</li> <li>• College entrance test.</li> <li>• College ready with MET</li> <li>• Language assessment test.</li> <li>• Qualify English with MET</li> <li>• An English certificate for you</li> <li>• Get more with the MET</li> <li>• English for College Admissions</li> <li>• Admissions English certificate</li> <li>• Meet your English requirements</li> <li>• Exclusive Student Discount</li> </ul>                                                                                                                                                                |
| <b>Description (90 character limit)</b> | <ul style="list-style-type: none"> <li>• Take advantage of our exclusive offer for Miami test takers. Book your MET today.</li> <li>• Claim your 20% rebate before they're gone! Book your Michigan English Test by July 7.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                   |

|             |                                                                                                                                                                                                                                               |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <ul style="list-style-type: none"> <li>• 20% off your Michigan English Test? Only in Miami, FL, on July 9. Book your seat now.</li> <li>• Fulfill your college dreams with the Michigan English Test. Book your seat today.</li> </ul>        |
| <b>Link</b> | <a href="http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida">http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida</a> |

|                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Platform / Campaign</b>              | <b>Google - Exams for University Admission</b>                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Ad Group</b>                         | <b>Nursing terminology for English tests 2</b>                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Keywords</b>                         | <ul style="list-style-type: none"> <li>• Occupational English test</li> <li>• Accelerated nursing program in FL</li> <li>• English requirement nurse</li> <li>• English test nursing</li> <li>• OET</li> <li>• English for nurses</li> <li>• English for nursing job</li> <li>• English for licensure</li> <li>• English level nursing</li> <li>• Nursing English test</li> <li>• Approved English test</li> </ul>                                        |
| <b>Headlines (30 character limit)</b>   | <ul style="list-style-type: none"> <li>• An English exam for nurses</li> <li>• English for licensure</li> <li>• MET for licensure</li> <li>• MET for nurses in Miami</li> <li>• MET for nurses</li> <li>• MET for U.S. nurses</li> <li>• An English certificate for you</li> <li>• Licensure English</li> <li>• English for Nursing Licensure</li> <li>• English exam for nurses</li> </ul>                                                               |
| <b>Description (90 character limit)</b> | <ul style="list-style-type: none"> <li>• Find your edge with the Michigan English Test. Claim your seat before they're booked.</li> <li>• Fulfill licensure requirements with the Michigan English Test. Exclusive rebate available.</li> <li>• Get an international certification with the Michigan English Test. Book your Miami seat.</li> <li>• Certify your English in Miami for U.S. licensure. Register for your Michigan English Test.</li> </ul> |

|             |                                                                                                                                                                                                                                               |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Link</b> | <a href="http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida">http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida</a> |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Campaign</b>                         | <b>Google - Exams for University Admission</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Ad group</b>                         | Promo-specific terms                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Keywords</b>                         | <ul style="list-style-type: none"> <li>• Michigan English Test</li> <li>• MET</li> <li>• English language assessment</li> <li>• Michigan Language Assessment</li> <li>• International English test</li> <li>• English level test</li> <li>• International English certificate</li> <li>• Certify English</li> <li>• English certificate</li> <li>• English testing</li> <li>• Michigan English</li> <li>• International English exam</li> </ul>                                                                                                                                                                                                                 |
| <b>Headlines (30 character limit)</b>   | <ul style="list-style-type: none"> <li>• The Michigan English Test</li> <li>• Available now. Click to claim.</li> <li>• Miami Availability. Book MET.</li> <li>• Take the MET. Earn money back.</li> <li>• The Michigan English Test</li> <li>• Where will MET take you?</li> <li>• Reserve your MET in FL</li> <li>• Book your seat in Miami</li> <li>• Book your MET in Miami</li> <li>• Book MET today</li> <li>• Book MET now</li> <li>• Claim your MET in Miami</li> <li>• High quality service.</li> <li>• This is your chance. Book now.</li> <li>• Get more with the MET</li> <li>• Claim your MET rebate</li> <li>• Get your discounted MET</li> </ul> |
| <b>Description (90 character limit)</b> | <ul style="list-style-type: none"> <li>• Special Miami administration of the Michigan English Test. Get your 20% rebate now.</li> <li>• Exclusive rebate for Miami test takers. Claim your Michigan English Test by July 7.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                          |

|             |                                                                                                                                                                                                                                               |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <ul style="list-style-type: none"><li>• Get an international certification on July 9. Book your Michigan English Test in Miami.</li><li>• Claim your limited time 20% rebate. Book your MET in Miami, FL, before July 7.</li></ul>            |
| <b>Link</b> | <a href="http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida">http://michiganassessment-20618979.hs-sites.com/michigan-english-test-exclusive-offer-for-candidates-in-florida</a> |