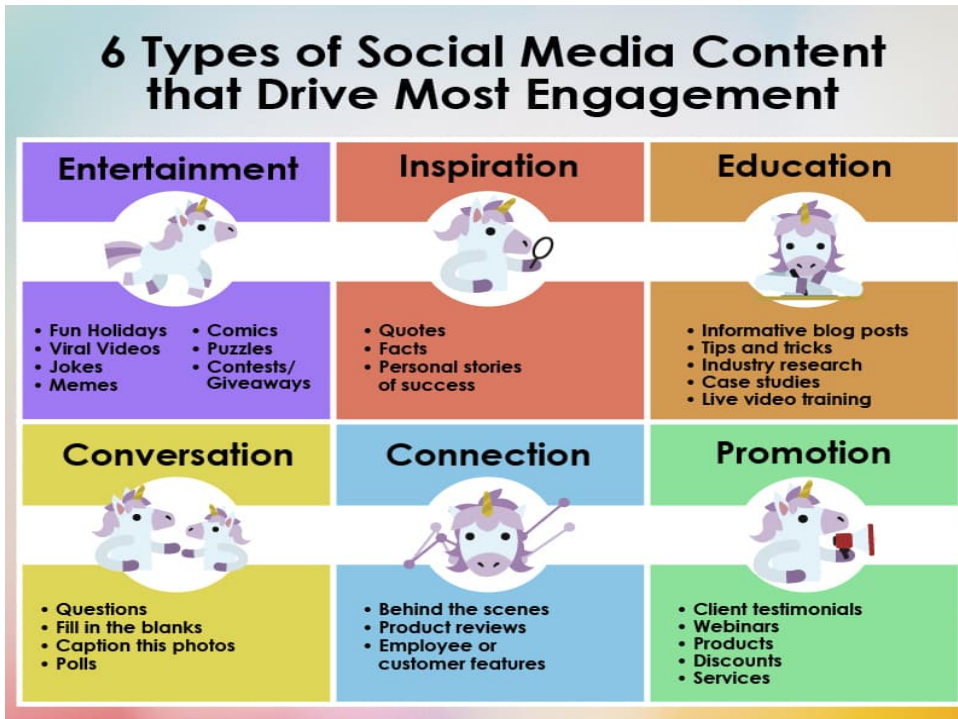


[This is an informational document outlining benefits of SM, types of SM posts, and SM marketing for Educators.]

Social Media (SM) + Educational Institutions

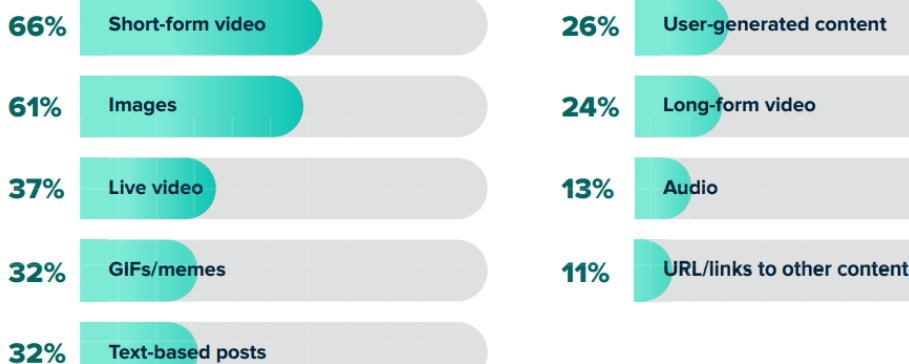
6x Types of SM Content that Drive the Most Engagement:



Different SM Formats to Utilize:

1. **Short-form video** > All platform algorithms are currently pushing “short-form video content”
2. **Images** > 61% of users find images the most engaging
3. **Text-Based / Text-Only / Typographic** > build brand awareness + trust
4. **URL/Links to other content** > ‘Linkbacks’ directly improve engagement
5. **Live Video** > 37% of users find live video the most engaging
6. **Long-form video** > to develop relationships
7. **GIFs** > very short-form videos, easily digestible, favored by younger gen
8. **Memes** > show brand personality
9. **User-Generated Content** > the most trustworthy content type
10. Discover other types of content that work for your audience

The most engaging types of in-feed social content



30+ More Post Ideas for Educational Institutions

1. Testimonials
2. Past Achievements
3. General Galleries (Mix of the school environment, cultural programs, games programs, classroom learning photos, Practical classroom photos, A video tour of your school facilities, etc.)
4. Degree + Certification Program Informational Posts
5. Blog or website posts (about their school's curriculum, facts and figures, students' experimental study, etc.)
6. About Staff, Lecturers, or Profs
 - a. An interview with a teacher highlighting their favorite thing about their area of study, the school, or their students.
7. Question + Answer // Polls (Schools and colleges can publish questions about improving the education system. Moreover, they can ask their audience about their present situations in the education system.)
8. "Why" posts (dig out the facts and figures about any topic, it increases engagement if the topic is relevant to your audience's interests.)
9. FAQ
10. How-To Guides (answering the public on how they can perform a particular task.)
11. Tips + Trick // Hacks
12. Videos (formats outlined above)
13. Inspirational Quotes
14. Success stories
15. Field trip // Educational Tour Posts
16. Festival / Holiday Wishes
17. Fun Facts
18. User-Generated Content
19. Case Studies (is a research in-depth and detailed examination of specific cases. It provides actual information about some topics.)
20. Infographics (that provide information, data, knowledge, or procedure for some tasks.)
21. Facts + Stats
22. Admissions season announcements (Last Day to Apply / Last Day to Ad / etc)
23. Scholarship announcements
24. Program announcements (changes or adjustments to current program offerings.)
25. Event announcements (calling parents and others to participate in events your school organizes.)
26. Call to action (request users to perform a specific action in response to your published posts)
27. Industry News + Insights
28. A graphic that outlines what your school is doing to keep students and staff safe this year.
29. A video that shows how your school is preparing for a new year.
30. Interview a recent graduate and ask them how they feel your school prepared them for the next stage in their life.
31. Feature an interview with a parent talking about the difference your school has made for their child.
32. Share an article about a special alumnus you've had and ask them to send you a quote you can feature about how your school played a role in their success.
33. Share a picture of a group of friends from your school with a quote about how that friendship has impacted their life – and how it was formed at your school.
34. Highlight a student in one of your programs (band, a language club, football, etc.) talking about what they enjoy most about their experience.

Benefits of Using Social Media in Education

1. Extends Learning Opportunities
2. Create connections with Students & Alumni
3. Build Brand Identity // Making people aware of your educational system
4. Positive benefit for students toward technology
5. Inspiration and motivation for students

Social Media in the Classroom

1. Broadcast updates, news, and alerts related to course or program
2. Live stream lectures + discussions (Twitch/ BlackBoard /Internal platform)
3. Use Twitter or a class Blog (Slate /VCs) for discussions + cross-channel learning
4. Prep for post-graduate connections and create alumni relationships

Social Media + Educational Marketing

1. “Student and Teacher influencers can provide user-generated content, which satisfies a prospective student’s desire to see authentic content from their peers and future pros.”
 - a. For example, Chapman University professor @itsmattprince went viral after challenging his class to earn 1 million likes on a TikTok video in exchange for canceling their final:
2. Include social media links on your main school website (email blasts /beginning of term announcements).
3. Give glimpses into student life through photo + videos by highlighting events, sports, extracurriculars and the beauty of campus can make your school stand out from the rest.
4. Create Alumni Community groups
5. Iterate social strategy to create student-centric content
 - a. “to keep students engaged, institutions will need to produce content that caters to the wants and needs of their audience(s).”

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