

Social Media & International Education

Quick Tips for Your Office



Now more than ever, it's imperative that international educators get in front of their students where they already are: **On Social Media**

You know that Facebook, Twitter, and Pinterest account for a large majority of your students' online time, but with limited resources, how can you reach them there in the most efficient way? Here are a few tips and resources to help you get started on your quest for social media domination, even if you only spend a few minutes on this each day!

Facebook Scheduler

- Schedule posts in advance
- Targeted Posts
- Promoted Posts/Sponsored Stories/Ads to increase reach (on a budget)
- Include large, high resolution photos; great for "highlighting" and "pinning"
- Include bit.ly links to track how many people are clicking on posts
- The new reply function of commenting on posts encourages more engagement

Pinterest "Pin It" Button

- Add to your web browser and pin content from almost any website!
- Makes it easy to pin your own content and external content your users will enjoy

HootSuite

- Syndicate posts between Facebook, Twitter, and Google+
- Auto-Schedule to keep posting while out of the office, on holidays, etc.
- Consider "Pro" Accounts which allow for multiple team members to contribute

It's essential to set aside time in **your schedule to better interact and engage with your communities!**



Content Resources

- **HootSuite:** “Streams” based on keywords and hashtags
- **Social Oomph:** Schedule tweets, track keywords, and more!
- **Google Alerts:** Set up for study abroad, program locations, etc.
- **Content-related Blogs:** Syndicate in a reader like Alltop or The Old Reader
- **Memes:** Very trendy right now, shared a lot, and there are many travel ones to use
- **Guest Contributors:** Students love talking about their experiences abroad!
- **Content Calendar:** The best resource for getting into the social media habit



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