Best Practices in Effectively Managing Social Media for Education Abroad

FACEBOOK

Resources

Facebook for Business: https://www.facebook.com/business

Mashable Guidebook for Business: http://mashable.com/guidebook/facebook/

Tips

1. Optimize design elements
2. Utilize tabs and applications
   a. WooBox
   b. GroSocial
3. Become familiar with your page settings
4. Become familiar with your page insights
5. Diversify content and post formats
6. Be consistent and flexible!

TWITTER

Resources

Twitter for Business: http://business.twitter.com/

Twitter for Beginners: http://on.mash.to/1nC2KAU

Tips

1. Use URL shorteners
2. Make sure you have a bio and description
3. Have clear images/designs
4. Use keywords
5. Schedule your tweets
6. Be consistent and vary your content
7. Use hashtags sparingly
8. Use more verbs than nouns
9. Be kind RT and MT (remember to say “Thanks”)

INSTAGRAM

Resources

Instagram for Business: http://business.instagram.com/

Instagram for Beginners: http://ow.ly/wje3s

Tips

1. Include bio, URL, and profile picture
2. Include handles in bio
3. Utilize video feature
4. Use hashtags sparingly
5. Follow influential users
6. Connect & share on other networks
7. Be creative!

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 habit of social media

MONITORING & TIME MANAGEMENT TOOLS

- Google Alerts - http://www.google.com/alerts - receive notifications when items are posted on the internet about you or your organization/institution
- Social Mention - http://www.socialmention.com/ - like Google Alerts but for social media
- Addict-o-Matic - http://addictomatic.com/ - let’s you create a keyword social media search
- Tribe Monitor - https://www.tribemonitor.com/ - allows you to measure your presence on social media

Monitoring Tips

1. Be proactive – don’t wait for something negative to happen to start monitoring
2. Don’t be afraid to report spam or abusers
3. Don’t be afraid to address negative comments but do so in a professional manner

Kayla Patterson
GoMedia Coordinator
GoAbroad.com

Mandy Reinig
Director of International Education
St. Mary’s College of Maryland
Owner - Mandy’s Mashups
arreinig@smcm.edu
@mandysmashups

Tiffany Harrison
Outreach Manager
GoAbroad.com
tiffany.harrison@goabroad.com
@ttmharrison | @GoAbroad

GoAbroad.com