

INSTAGRAM LIVE

Use it to amplify engagement with prospective international students

At Study in the USA, we understand that today's students spend a significant portion of their time on social media. That's why we've amplified our reach across popular platforms, including Facebook, Twitter, Pinterest, Instagram, YouTube, Blogger, WeChat, and TikTok. Each week, we connect with a thriving community of over 600,000 individuals, providing them exclusive access to valuable educational resources and insights.

Our goal is to empower prospective students to find their ideal U.S. study experience, and in doing so, help our partner schools connect with a global audience. With this aim, we have developed a comprehensive Instagram Live content strategy. Here is a detailed guide to assist you in creating engaging and informative Instagram Live sessions for international students.

Check out some of the successful Instagram Live sessions we've hosted in the past [here](#).



See the following pages for practical tips and video ideas.



Instagram Live Session Ideas

- 1. Campus Tours Live:** Live-stream tours of your campus, showcasing academic buildings, dormitories, dining halls, sports facilities, libraries, and popular hangout spots.
- 2. Day-in-the-Life Live:** Have current international students host a live session, sharing their daily routines and experiences.
- 3. Study Tips Live:** Organize a live session discussing helpful studying techniques, time management tips, and guidance on balancing academics with social life.
- 4. Student Testimonials Live:** Feature international students in live sessions where they can share their experiences of studying at your institution and living in the U.S.
- 5. Cultural Events Live:** Stream cultural events, festivals, and sports activities that take place on campus live.
- 6. Application Process Live:** Host a live session explaining the application process, visa requirements, and other administrative tasks in a step-by-step manner.
- 7. Adjusting to Life in the U.S. Live:** Conduct live sessions providing tips about adjusting to American culture, dealing with homesickness, and making new friends.
- 8. Courses and Professors Live:** Highlight unique courses or professors at your institution in live sessions.
- 9. Resources and Support Live:** Discuss resources like the international student office, language support services, counseling centers, etc., in live sessions.
- 10. Exploring the City/Town Live:** Take prospective students on a virtual tour of the town or city, highlighting local attractions, food, and lifestyle.



Best Practices for Instagram Live

- 1. Understand your audience:** Understand the interests and needs of prospective international students.
- 2. Promote ahead of time:** Share the time and date of your Instagram Live sessions in advance to gather more viewers.
- 3. Engage with viewers:** Encourage interaction by responding to comments and questions during the live session.
- 4. Collaborate:** Collaborate with popular accounts or student influencers for joint live sessions to reach a wider audience.
- 5. Consistent schedule:** Maintain a regular live session schedule to keep your audience engaged.
- 6. Educate and entertain:** Make your live sessions fun and engaging while providing useful information.
- 7. Call to action:** Include a clear call to action in your live sessions, like asking viewers to visit your website, apply now, or like and share your video.
- 8. Use quality equipment:** Ensure your video and audio equipment are of high quality for viewers to see and hear you clearly.



How to Go Live on Instagram

1. Open the Instagram app on your smartphone.
2. Tap the camera icon in the top left corner or swipe right from anywhere in the feed.
3. Scroll to 'Live' at the bottom of the screen.
4. Tap 'Live' and then tap 'Start Live Video.'
5. A three-second countdown will appear before you're officially live.
6. During the live video, you'll see the number of viewers and comments at the bottom of the screen.
7. When you're done, tap 'End' in the top right, then tap to confirm 'End Live Video.'
8. You can then choose to share a replay of your live video to IGTV, download the video, or delete the video from the app.

How to Add a Co-Presenter on Instagram Live

1. Start your Instagram Live video following the steps above.
2. Once you're live, tap on the 'two smiley faces' icon at the bottom of the screen.
3. This will show you a list of viewers who are currently watching your live video.
4. Tap on the name of the person you want to add as a co-presenter. Their name will have an 'Add' button beside it.
5. A request will be sent to that person to join your live video.
6. Once they accept, they will join you and appear in a split-screen view.
7. Remember that the person you're inviting to join your live video must be watching the video at the moment you're inviting them.

