

SOCIAL MEDIA POSTS

Best practices

Social media not only provides a way for you to reach prospective students and their parents, but it can also serve as a place for you to build a community around your school that can translate into brand awareness, increased school spirit, and more.

Examples of social posts:

[Example One](#)

[Example Two](#)

[Example Three](#)

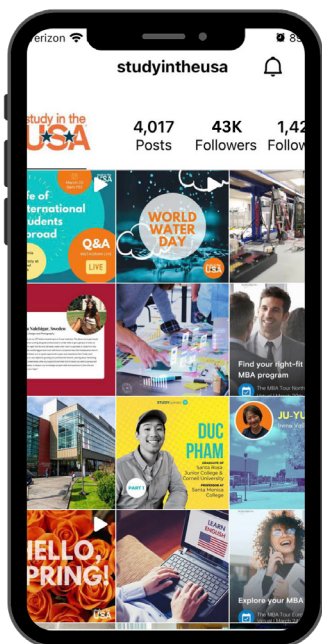
We've put together tips you can use:

[Social Media Tips](#)

[TikTok Tips](#)

What we need from you:

- Text, photos, videos, etc. that you would like promoted
- Time frame for posting if applicable



Social media content ideas:

- **Highlight current student(s):** student testimonials videos or photos
- Highlight your **top three programs**
- An **interview with a professor** highlighting their favorite thing about their area of study, the school, or their students
- A **video tour** of your school campus
- Pictures from **previous events** your school has held or sponsored (a little #tbt is always a crowd-pleaser)
- An **interview with an alum** about focusing on how your school prepared them for the next stage in their life
- An **interview with a parent** who can share how your school has impacted their child
- An **article about a special alum** with a quote about how your school played a role in their success
- A **recent viral video** some of your students made on TikTok
- A **promo about an upcoming Zoom event** or video snippets from a past one

Don't forget that your school's marketing department might have prepared content you can use!

