

SOCIAL MEDIA TIPS

Best practices across platforms



Social Media Best Practices

- Think mobile first
- Create conversations
- Utilize clear, concise, and consistent messaging
- Always engage with comments and messages
- Post at least 5 times per week
- Upload video posts directly to the platform
- Employ platform scheduling
- Utilize platform insights
- Be creative and have fun!



Student Participation Best Practices

- Tell your school's story via student experiences
- Leverage your program's community for social media content sharing and management
- Share photos of smiling and/or engaged students
- Create Instagram hashtag campaigns



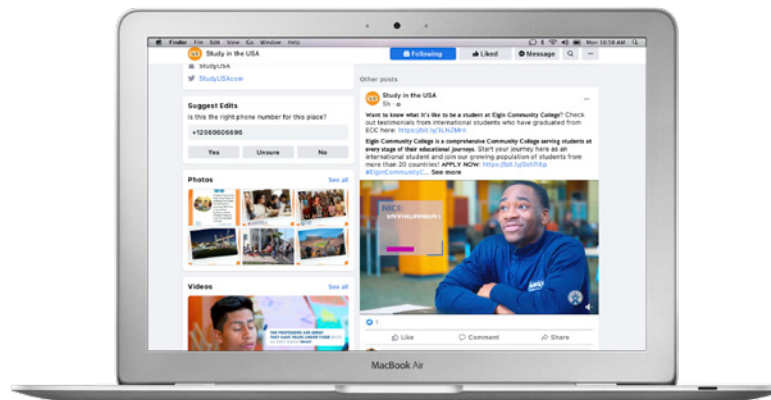
Social Media Do's

- Create brief, well-crafted text to accompany posts
- Link to quality articles
- Post your best photos and adhere to a high visual standard
- Utilize student experience, ideas, and platform savvy
- Let followers get to know your school's diversity, character, and personality through authentic content
- Include social media



Social Media Don'ts

- Don't employ more platforms than you can manage
- Don't only post information that's irrelevant to students not yet living in the U.S.
- Don't post branded images
- Don't use too many advertorial graphics
- Don't always link to your school's website



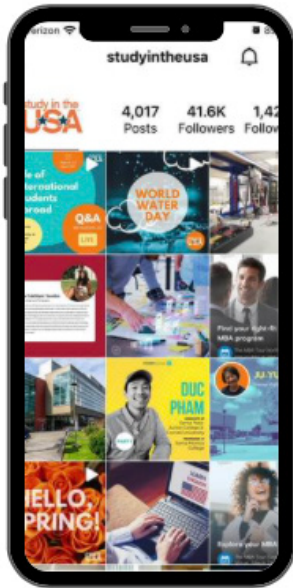


Photo Album Posts

- Show smiling students
- Post your best photos for each event
- Add the top 4 images first, with the best image in place no. 1
- Keep album mood and visual quality consistent

Facebook Do's

- Make your 'About' page as complete as possible
- Cross-promote on other social platforms
- Keep an eye on popular post comments for several days
- Respond to all comments with a 'Like'
- Answer all questions in post comments and Messages
- Link to articles on high-ranking websites
- Use photos of smiling students as much as possible
- Employ a variety of post types
- Get students involved by sharing student posts and blog articles

Engagement

The unique number of people who liked, commented, shared or clicked on your post

% of Engagement Formula

$\frac{\text{likes/comments/shares}}{\text{reach}} \times 100 = \% \text{ of engagement}$

Example

$\frac{376 \text{ likes/comments/shares}}{9602 \text{ people reached}} \times 100$

3.916676868466987%

$\frac{376}{9602} = 4\% \text{ engagement}$

9,602