

STUDY CENTERS

SOCIAL MEDIA STRATEGY & GUIDE

Table of Contents



MISSION

Study Center Social Media Goals.....3

INSTAGRAM

Profile Standards.....4

Best Practices.....5

Instagram Stories.....6

Takeovers.....7

Hashtags.....8

BLOGS

Best Practices.....9

Mission

Provide local site staff with a guide social media strategy for Instagram to increase student engagement. This engagement and participation from students on site will provide rich content and information for prospective students looking to travel and study with CIEE.



BUILD AWARENESS

Encourage students to follow the study center account upon arrival.



FOSTER ENGAGEMENT

Encourage students to use #cieelocation, tag you on IG, and engage with your study center account.



SHARE CONTENT

Capture photos and videos of student experiences to aid in marketing and sales efforts.

STUDY CENTER SOCIAL MEDIA GOALS

These goals are contingent on study centers having students in attendance on program, along with consideration for external factors that would impede the ability to capture and publish content.

10%

INCREASE IN FOLLOWERS ANNUALLY

1-3%

ENGAGEMENT RATE PER TERM

3

POSTS PER WEEK

2

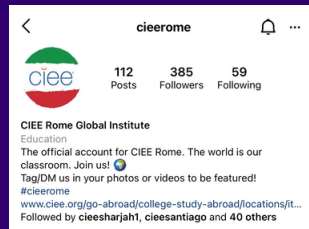
STUDENT TAKEOVERS EVERY TERM

Instagram Profiles Standards



PROFILE PICTURE

- Login to your account on your PC
- **Download your custom profile photo**
- Go to "Your Profile"
- Click "Change Profile Photo"



BIO & USERNAME

- Go to "Your Profile"
- Click "Edit Your Profile"
- Change your name to CIEE Location. (Ex. CIEE Madrid)
- Change username/handle to @cieelocation. (Ex. @cieemadrid)



HIGHLIGHTS

- Use highlights to organize Instagram Stories content into themes
- **Download custom highlights icons**
- Once a IG story is published click your profile photo when in your feed.
- In the bottom right of the screen select "Highlights" and choose the appropriate highlight category

INSTAGRAM HIGHLIGHTS COVERS



CIEE CENTER



STUDENT LIFE



SCHOLARSHIPS & GRANTS



LOCAL EATS



EXCURSIONS



HOUSING

Instagram General Best Practices

POSTING

- Post content on feed and stories to ensure maximum awareness and exposure to followers
- Post 1-3 times/week
- Utilize a mix of photo and video content
- Using carousels aids in capturing an entire days activities in one post
- Limit carousels to 5 photos/videos



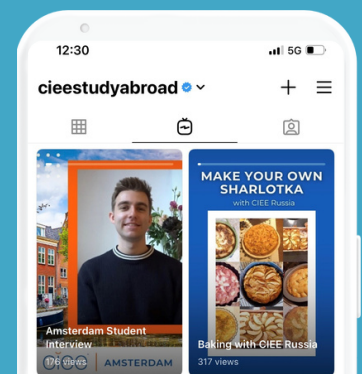
CONTENT RECOMMENDATIONS

Content should be fun, light and exciting. Show off your location and our students immersing themselves in local culture. Recommended themes include:

- Local culture
- Points of interest
- Daily life
- Food, dining & cooking
- Housing
- Classrooms
- Holiday celebrations
- Student takeovers
- Recurring post themes, ex. #FBF (Flashback Friday), #TBT (Throwback Thursday)

INSTAGRAM LIVE & TV

Utilize Instagram Live to share video of engaging study tours/excursions or cultural experiences with your followers. Once you have completed your recording you will be prompted by Instagram if you want to save your video to IGTV. Select yes and provide a name for the video for future consumption.



Instagram Stories

Instagram Stories allow you to share photos/videos to your "Story," which is visible to your followers and to specific users to which you send your story. Instagram Stories disappear after 24 hours, but can be saved in Highlights for future viewing.

HOW TO POST A STORY

- Tap your account icon, above "Your Story" in the top left.
- Once the story camera is open you can either take a photo/video, or add a photo/video from your camera roll.
- Once you have selected the media you'd like to share you can add a range of filters, text, stickers or drawings to your post, located along the top of the screen.
- You can pinch to make text, or stickers larger or smaller and drag the content to place it in an appropriate spot on the post.
- Click "Your Story" in the bottom left of the screen to publish.



INSTAGRAM STORIES BEST PRACTICES

- Include a mix of video and static photos
- Avoid posting more than 15 stories within a 24 hour period
- Use location stickers/tags to specify what/where the content is from (ex. Image of Eiffel Tower, Tag Tour Eiffel)
- Don't be afraid to be funny or silly
- Stick to one or two fonts and colors
- If sharing content from another account (like a student), remember that the account must be public or your followers will not be able to view the content
- Be aware of any background sound if posting a video

Instagram Highlights

Instagram Highlights allow you to save archived Stories in designated categories. These are saved on your profile page for viewers to watch even after the Story has expired.

INSTAGRAM HIGHLIGHTS CONTENT



1. CIEE CENTER

- Show off your CIEE Center! Include pictures of the exterior and interior
- Share content of daily life in the office – students want to get to know you as well!



2. STUDENT LIFE

- This section should be all of the student takeovers you have archived



3. SCHOLARSHIPS & GRANTS

- Create a graphic of CIEE's Scholarships and Grants
- I would encourage you to share this link as well: <https://www.ciee.org/go-abroad/college-study-abroad/scholarships-grants>



4. EXCURSIONS

- Share photos from previous excursions – either from your phone or AssetBank



5. HOUSING

- Share any photos you might have that showcases student housing or the common living areas (if they are in dorm-style housing)
- Check if any students shared information about housing in their student takeover



6. LOCAL EATS

- Repost a photo from a local restaurant's IG account and share the location. Add text to explain why you recommend this restaurant!
- If you have photos in your camera roll, from local spots, feel free to share those as well.
- Check if any students shared food photos in their student takeover.
- Share any information about cultural cuisine from your city.

Instagram Takeovers

Empower our students to tell their own stories.

BEST PRACTICES FOR CENTER DIRECTORS

- Select energetic and responsible students to takeover your account
- Identify one day for the student to takeover the center account, particularly if there is an extracurricular event scheduled.
- Create a temporary account password and provide the student with the new password
- When the takeover is complete, change the account password back to the original account password



BEST PRACTICES FOR STUDENTS

- Clean your camera lens taking photo/video
- Share 5-15 Instagram stories showcasing your day
- Introduce yourself, first name only and school, and indicate you are taking over CIEE (Location's)
- Include housing, dining, classrooms, fellow students, and activities/excursions
- Use a mix of photos and videos
- Post at least 1 photo to the feed, preferably a carousel
- When applicable use a location tag
- Be sure to tag @cieestudyabroad in all stories
- Tag your school's study abroad office account in your posts
- Remember to capture photos & video in good lighting
- Be aware of background noise

Instagram Hashtags

Hashtags are an effective way to improve the reach of your content and boost engagement. Hashtags also serve as a means to organize and categorize your content within Instagram. Every post you publish should include 3-15 hashtags!

HASHTAGS GUIDE

Here is a guide to hashtags to include in your social posts. Ensure that the appropriate line of business is included in your hashtags, ie. #cieestudyabroad or #cieeglobalnavigators.

ALWAYS USE

***#ciee #cieelocation
#cieestudyabroad
#cieeglobalnavigators
#cieeteach
#cieetefl***

SHOULD USE

***#nameofcity
#nameofcountry
#nameofmonument
#studyabroad #travel
#nameofscholarship***

SOMETIMES USE

***#opencampus
#travel #explore
#wanderlust #tbt #fbf***

TAGGING CIEE ACCOUNTS

When appropriate tag accounts (ex. @cieestudyabroad, @cieeglobalnavigators) on your posts to ensure visibility to business line Instagram accounts.

YOUR STUDENTS ON INSTAGRAM

Encourage your students to tag your Instagram account and/or use your hashtag (ex. CIEE Buenos Aires). This will help raise your awareness to content they share so you can repurpose as needed.



Blogs Best Practices

TYPES OF BLOG PAGES

- Blog Listing Pages reside within each business and house all blogs. You can search or filter based on Country, City, Topic and Program Name.
- Author Pages allow for a personalized experience and offer their ability to share on social with family, friends, and advisors.
- Blog Posts appear on author pages.

BLOG STRATEGIES

- Post new content weekly
- Blog posts aid SEO (search engine optimization) and drive site traffic. Headlines or titles for your posts should tell the reader what, where, and why.
- Always include location name in post!
- Choose photos and video for your post that frame and highlight the experience.
- Tag your blog posts to group similar content together, such as Host Family, Food, Excursions.

BLOG RESOURCES

Find additional instructions and blog resources online at:
Blogger Sign Up Form: <https://www.ciee.org/studyblogger>
Blogger Manual: <https://www.ciee.org/blogmanual>

SUGGESTED BLOG THEMES

- First Impressions of Location
- Classes Abroad in Location
- Study Tours/Excursions
- First Time Studying Abroad
- Advice for Studying Abroad in Location
- Typical Day Studying Abroad in Location
- Top 5 Lunch Spots in Location
- Best Parks to Visit in Location
- Best Instagram Photos Spots in Location
- What to Pack When Studying Abroad in Location