

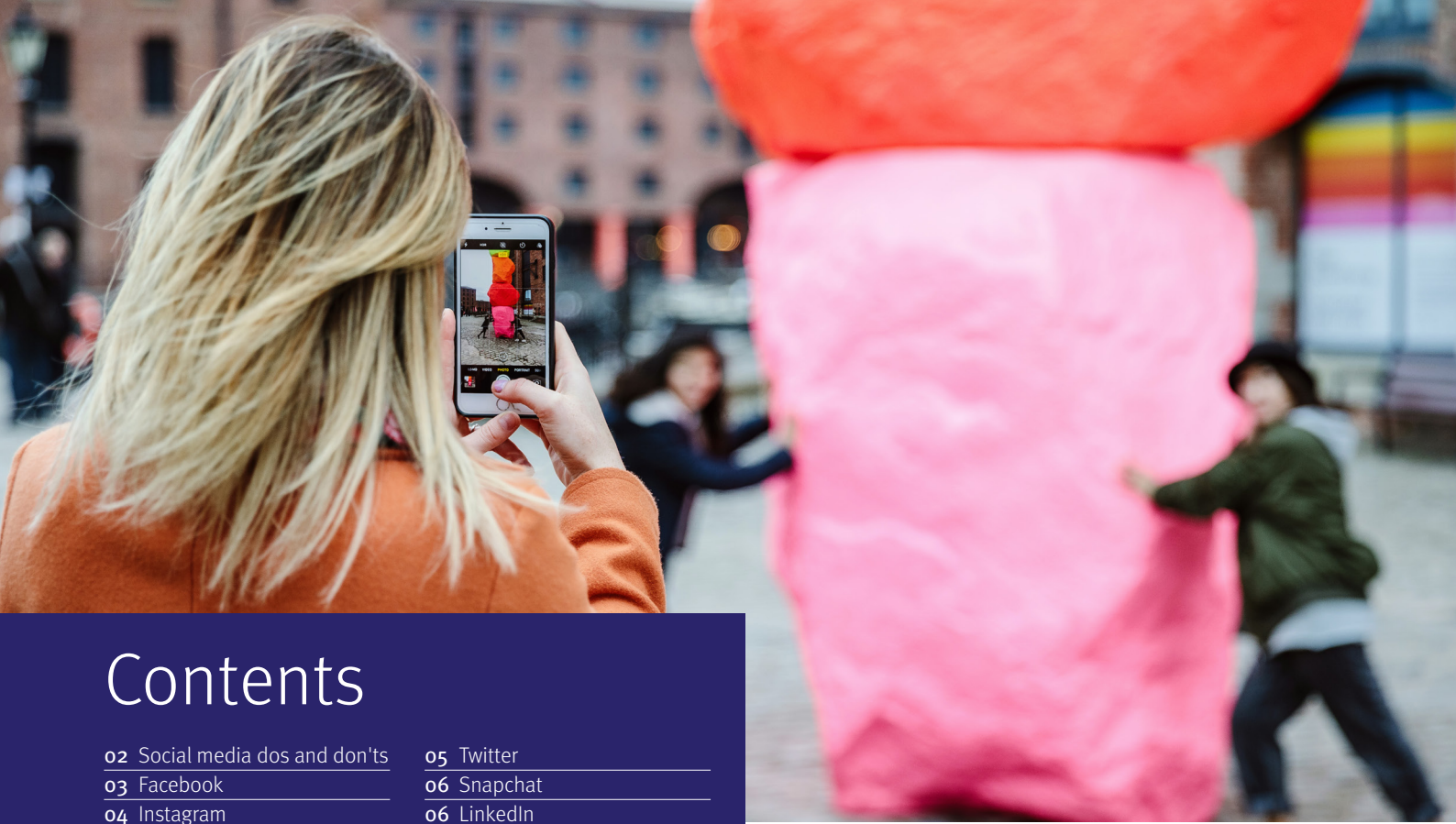
KAPLAN

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# Social media tips for agents

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## Social media dos and don'ts

### ✔ Do

#### Be mobile-friendly with everything you publish

So mobile users can easily share and digest what you've shared.

#### Keep a consistent posting frequency

An average of 2 to 3 a day to keep your community active.

#### Publish high-quality images to grab attention at first glance

Be artistic and keep a consistent theme in terms of the filter used and types of images. This will help your audience know what to expect from your profile.

#### Publish short posts

Keep the posts short and appealing with clickable content when relevant (#hashtags, mentions, links, photos).

### ✘ Don't

#### Make spelling or grammar mistakes

Double-check your captions and use Grammarly.

#### Use difficult words

Avoid using words that are not very common, remember that most of our students aren't native English-speakers.

#### Put long explanations in the copy

People have short attention spans on social media, so try to get your message across in as few words as possible.

#### Over-use hashtags

Too many hashtags can distract the user from the post.

#### Take a long time to respond to comments and direct messages (DMs)

Social media is all about immediacy

## # Hashtags

Including a Hashtag with your posts helps to categorise content for your audience. From a user perspective, Hashtags allow people to find posts that are relevant to their interests and interact with other social media users who share those interests by joining the conversation about **Hashtag XY**.

We recommend using **#KaplanLife** and **#InThisTogether** for posts over this period.

# f Facebook

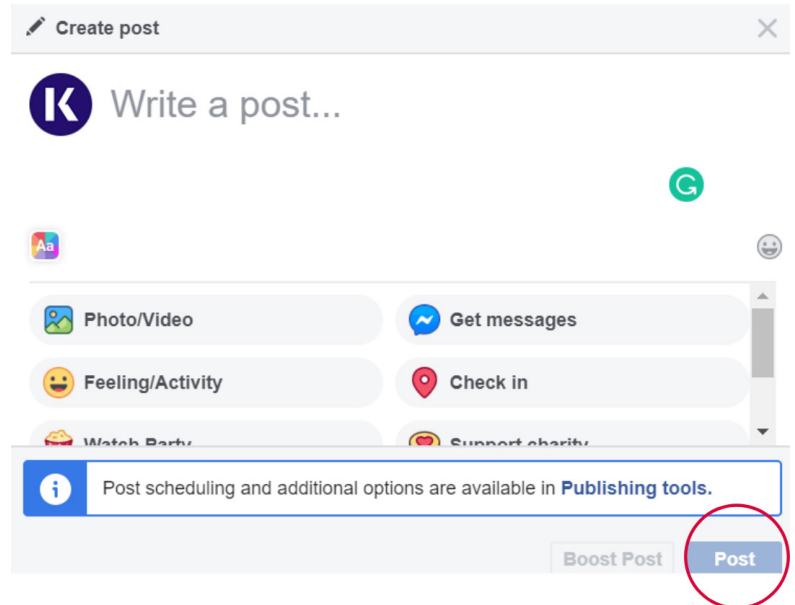
## Content that works on Facebook

- **Photos**  
Preferably in a square format as most Facebook users access the platform through mobile devices.
- **Easy-to-consume posts**  
Posts that are fun and visual, such as photos and videos. Facebook private groups for specific cohorts.
- **Videos**  
Uploaded natively to the platform.
- **News about colleges and partner universities**  
Published papers; research studies results; achievements and awards from international students.
- **Experience of living and studying in the UK and USA**  
Keeping these experiences as authentic as possible gives prospective students a realistic impression of what living abroad will be like.
- **Tourist and cultural activities for students**  
These can be fun tips for current students and destination inspiration for prospective students.
- **Study tips**  
To encourage and motivate students during exam periods.
- **Links to blog posts**  
Refer to the Kaplan Pathways blog: [kaplanpathways.com/about/news/](http://kaplanpathways.com/about/news/)

## How to post on Facebook

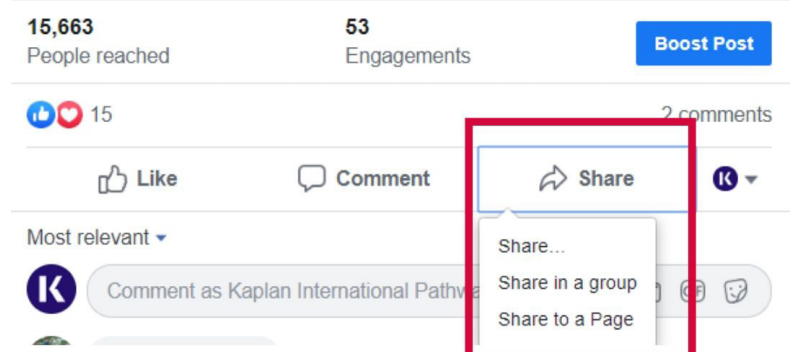
To share a post on Facebook, scroll to the top of your Page and click 'Create post', include a caption and add a link, image or video and then click 'Post'.

Keep in mind that liking or sharing a link on Facebook may mean it shows up in the News Feed or on your Timeline.



## How to share a post on Facebook

To share someone else's post, click 'Share' under the post. Use the drop-down box on the 'Share' button to choose who you want to share the post with.




# Instagram




## Content that works on Instagram

- **High-resolution beautiful photos** of the campus/city/student life (or should we say #KaplanLife)
- **Updates about the colleges** – Welcome Week, student trips etc.
- **Interesting work** by the students.
- **Live updates** from events at the college.
- **Instagram Stories** all day every day. You can reach a higher percentage of your audience via Stories vs Timeline photos.


## How to post on Instagram



### How to upload a photo:

To upload a photo or take a new one, first tap  at the bottom of the screen, then:

- to upload a photo from your phone's library, tap 'Library' (iPhone) or 'Gallery' (Android) at the bottom of the screen and select the photo you'd like to share,
- or, to take a new photo, tap 'Photo' at the bottom of the screen then tap . You can tap  to switch between front- and rear-facing cameras and  to adjust the flash.

### How to upload a video:

To upload a video or record a new one, first tap  at the bottom of the screen, then:

- to upload a video from your phone's library, tap 'Library' (iPhone) or 'Gallery' (Android) at the bottom of the screen and select the video you'd like to share,
- or, to record a video, tap 'Video' at the bottom of the screen. Tap and hold  to start recording and lift your finger to stop. You can tap and hold again to record multiple video clips and tap  to switch between cameras.

Once you've taken or uploaded a photo or video, you can add effects or filters, a caption and your location before posting.

**Note:** You can't take or upload photos from a desktop computer.

## Content that works on Instagram

- Engagement with followers
- Joining the trending conversation
- Native photos and video
- News about colleges
- News about partner universities
- FAQs for students
- Engaging with local businesses
- Moving or living abroad
- Kaplan Pathways blog posts

## Twitter Video

Using video in Tweets increases engagement with users, especially as the default setting is on auto-play, allowing more views if uploaded directly to Twitter.

### There are two ways to share videos on Twitter:

**Record:** You can record (up to 30 seconds), edit and share videos from the Twitter app (Twitter for iPhone or Twitter for Android OS 4.1 and higher).

**Import:** If you use the Twitter for iPhone app, you can import videos from your device.

Find more on Twitter video here:

› <https://support.twitter.com/articles/20172128#record>

## Twitter Concepts

### Follow / Followers

By Following someone on Twitter, you're adding them to your contact list and all the posts made by that person will appear on your Twitter Feed. If that person Follows you back, they become your Follower.

### Tweets / Twitter Feed

Your feed is your Twitter homepage and this is the place where all updates appear. The content on Twitter is posts made up of Tweets (text, links and photos).

### Mentions

Mentions are an excellent tool to start a conversation with someone on Twitter. The account you mentioned (e.g. @kicpathways) will be notified once that Mention occurs.

### Hashtags and Trends

By adding a hashtag (#) onto a keyword or an expression, the keyword becomes clickable, linking to a search result for all posts using that Hashtag. Hashtags are a great way to engage with trends and attract more Followers. Examples: #university, #studyinuk, #happymonday, #nottingham  
If many people use the same hashtag, it becomes a Trend.

### Retweets

If someone Retweets you they will be sharing your post to their Followers. Retweets are the equivalent of: 'I hear what you're saying, I respect you and share your view'. Retweets can be automatic, by simply clicking the 'Retweet' button, or they can be done manually, by typing RT and Mentioning the account.

**Quick tip:** to make your Tweets easy to Retweet, make sure you type them in fewer than 280 characters, minus the character length of your Username.

E.g. RT @ralvesvaldez Loads of interesting things happening in London "Diwali on the Square at Trafalgar Square – Festivals" – <http://bit.ly/pWqOuK>

## Twitter Analytics

Going on [analytics.twitter.com](https://analytics.twitter.com) while logged in to your account allows you to track and improve key metrics such as Click-Through Rate, Retweets and Tweet Expansions. This can also determine what the peak times to post are and how your Followers respond to the content shared.

# Snapchat

Snapchat is a video and photo-messaging app. Users can take photos, record up to 10-second videos, and add links, text and drawings before sending them to a controlled list. The user sets how long the 'Snap' is viewed after which it disappears unless the viewer takes a screenshot.

The other option is adding the photo or video to 'My Story' which is what business accounts do. **This means all Followers are able to view it for 24 hours.**

Unlike Instagram, Snapchat content tends to be more raw, in-the-moment, and unfiltered, with users posting frequently (5-10 Snaps per day).

## How to post on Snapchat

### Taking a photo

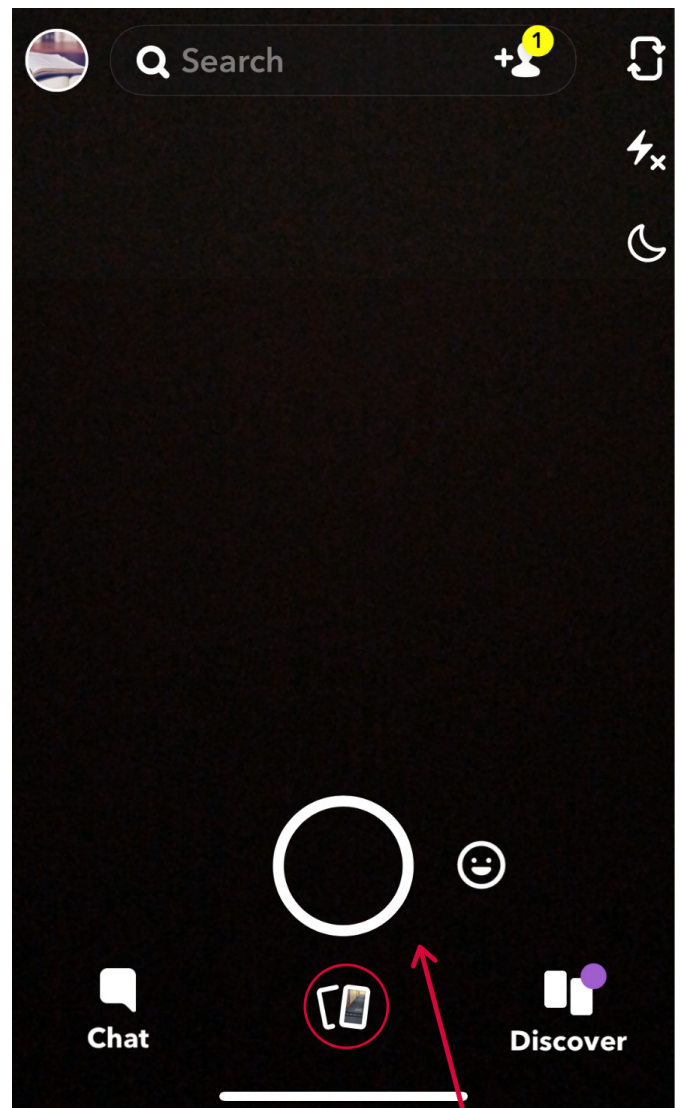
To take a picture, tap the 'Capture' (circular) button at the bottom of the screen.

### Filming a video

To take a video, hold down the 'Capture' button and a red marker will appear to indicate that it's recording. You can capture up to 10 seconds of video in one Snap. If you keep holding the button down, it will record multiple Snaps.

### Sharing

To share a picture or video from your Library, tap the Library folder below the circular button and then swipe twice for your Camera Roll folder.



# LinkedIn

## Content that works on LinkedIn

- Fantastic college updates like awards, exhibitions, events and news
- Alumni stories
- Tips for career success and progression
- Fun memories of the past
- Success stories
- University partner news
- Higher education authoritative content like academic tips

