

## Why Schools Should Be Using Instagram



### **Is Your School Maximizing the Use of Social Media?**

High school and college will be some of the most transformative years in a young student's life, and the most successful schools are using social media platforms, like Instagram, to highlight and share these exciting experiences. Two of the most effective ways schools are curating this content and sharing it with their audiences is by posting to their accounts/stories and using #hashtags.

It is of the utmost importance that schools be active on Instagram. Why? Because that's where the students are. The Instagram platform is quickly becoming every student's dream destination, as it is more casual and visually pleasing than other forms of social media and students are spending their time there instead of on Facebook and blog pages.



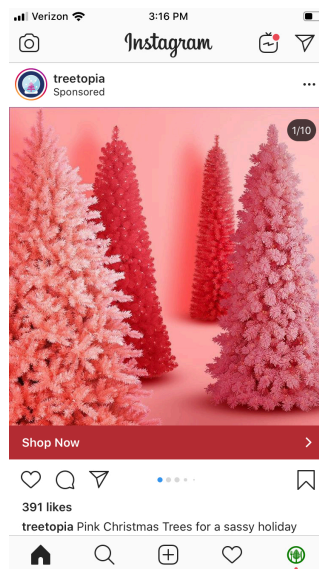
### **Curating with Hashtags**

The fastest growing social media platforms among teens and young adults, AKA students, are Twitter and Instagram. The platforms have many similarities and differences, but they both use hashtags to search, connect and engage their users. Creating a hashtag for prospective, incoming, and current students (#Dartmouth20s, for example) encourages students to get involved by generating relevant content and provides a simple call-to-action (CTA) for all marketing touch points. In a way, you are creating a community by using hashtags and attaching them to your content.

## Advertising on Instagram

Facebook advertising is one of the best-kept secrets among marketers. Because Facebook knows everything about us, their expansive demographic, psychographic, and geographic targeting options are extremely powerful. Now that Facebook owns Instagram (purchased back in 2012), those advertising options have been expanded to include the Instagram platform. According to [Nielsen Brand Effect](#), ad recall from sponsored posts on Instagram was 2.9 times higher than Nielsen's average for online advertising. Because approximately 53% of young adults use Instagram, it is a great way to reach your intended audience. Also, with the updated call-to-action options, such as the "Shop Now" button, schools are able to target student shoppers.

## Here's an example of a sponsored post on Instagram:



## Editing Photos

Another really cool Instagram feature is their photo editing opportunities. With Instagram, you have the ability to upload a photo and edit it in numerous ways. By adding a filter to your image, cropping your image, or even just changing the brightness or saturation of a video, the editing options can help you showcase your campus in interesting and artistic ways. Many users choose to link their Instagram with their other

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social media platforms solely because of the ability to edit photos through Instagram. Rather than just talking about how great your school is, show how great it is!

### Examples of Instagram's Editing Features



### Teachers Connecting with Students

Instagram is a useful tool for schools to promote themselves, but it is also a great way for teachers to better communicate with their students. Teachers can use Instagram to make assignments more fun by showcasing students' work, featuring a student of the week, or by documenting student progress. There are endless ways of incorporating Instagram into your social media mix, get creative!

Just like your students, social media is always changing, and it's worth your time to put in the effort of keeping up with those changes. Social media, and Instagram specifically, can be a powerful way to communicate with your students, teachers, parents, alumni, and even your community. Instagram is where your students are, and it's where you should be.