KAPLAN | INTERNATIONAL LANGUAGES

MARKETING & SOCIAL MEDIA BEST PRACTICES

Thursday 26 August

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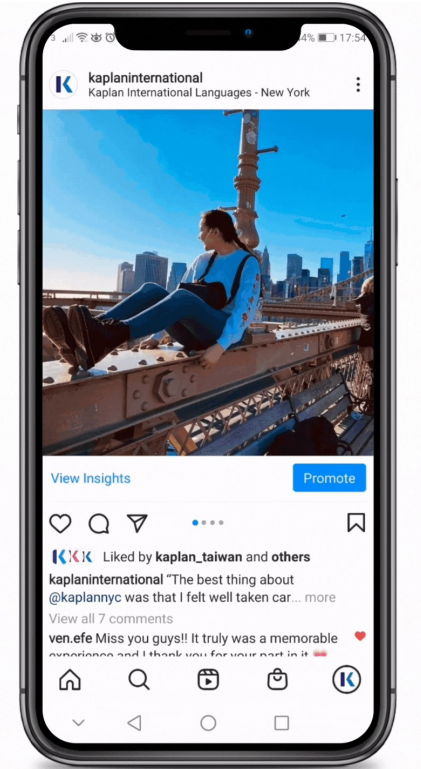
WHY USE SOCIAL MEDIA?

WHAT IS SOCIAL MEDIA?

Social media has changed the marketing landscape. People from around the world can contact a friend, business or celebrity instantly.

Social media is constantly evolving. It **builds virtual networks and communities**, and it's a place that didn't exist 10 years ago.
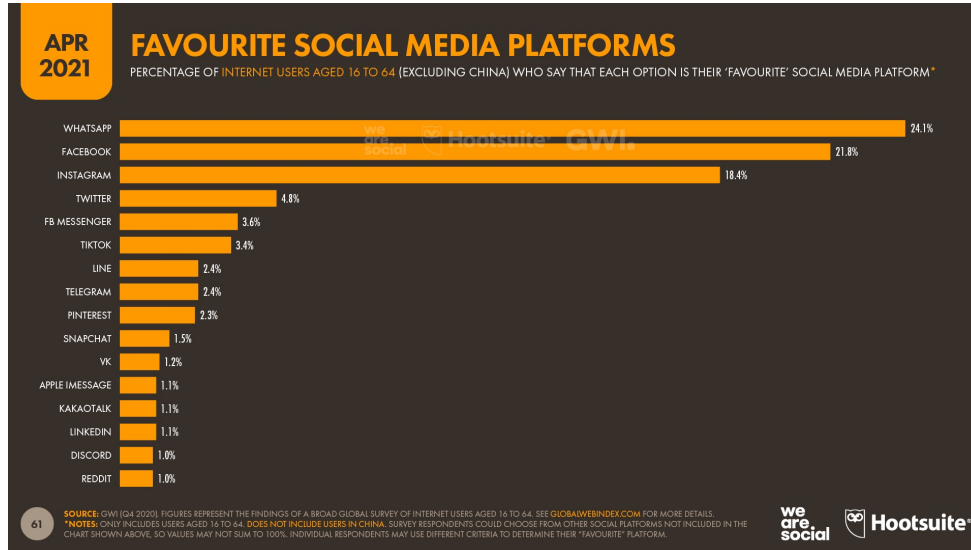
HOW KAPLAN USES SOCIAL MEDIA

We use a range of channels, but our global accounts use Instagram, Facebook, Twitter. They aim to:

- Establish brand identity
- Find new audiences and customers
- Customer service & community management
- Builds trust
- Drive sales
- Increase web / blog traffic
- Insights & understanding our audience's needs

SHOULD I BE USING SOCIAL MEDIA?

APR 2021

FAVOURITE SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 (EXCLUDING CHINA) WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM*

Platform	%
WHATSAPP	24.1%
FACEBOOK	21.8%
INSTAGRAM	18.4%
TWITTER	4.8%
FB MESSENGER	3.6%
TIKTOK	3.4%
LINE	2.4%
TELEGRAM	2.4%
PINTEREST	2.3%
SNAPCHAT	1.5%
VK	1.2%
APPLE IMESSAGE	1.1%
KAKAOTALK	1.1%
LINKEDIN	1.1%
DISCORD	1.0%
REDDIT	1.0%

61 **SOURCE:** GWI (Q4 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ***NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. **DOES NOT INCLUDE USERS IN CHINA.** SURVEY RESPONDENTS COULD CHOOSE FROM OTHER SOCIAL PLATFORMS NOT INCLUDED IN THE CHART SHOWN ABOVE, SO VALUES MAY NOT SUM TO 100%. INDIVIDUAL RESPONDENTS MAY USE DIFFERENT CRITERIA TO DETERMINE THEIR "FAVOURITE" PLATFORM.

we are social

Hootsuite

There is an endless list of social media platforms.

Use the ones that best fit your region and who you want to target.

SHOULD I BE USING SOCIAL MEDIA?

Is it worth the effort?

I'm not sure I have time for it

I'm not confident using it

Am I using the right accounts to sell Kaplan courses?

What accounts should I start with?

How can I make sure my content is being seen by the right people?

The rest of the presentation should help you answer these questions...

KNOW YOUR AUDIENCE

WHO ARE YOU TARGETING AND WHERE?

Before you start posting to social media, you need to understand your target audience and where they are in the social space.

You are **selling an experience**, where most students wish to travel and immerse themselves in a new culture. The majority want to graduate with a language qualification, make new friends, create new memories and forge new opportunities.

This matters because it determines:

- How you write captions or content
- Where you post content
- What you post (visuals)
- How to find new followers
- How to visually represent Kaplan and the #KaplanExperience

WHERE SOCIAL CONTENT 'LIVES'

Once you know what app to post to, you need to know where they spend their time once logged in.

Remember where each piece of content "lives" before posting to see if it makes sense and to maximize its success aka *'Social media real estate'*
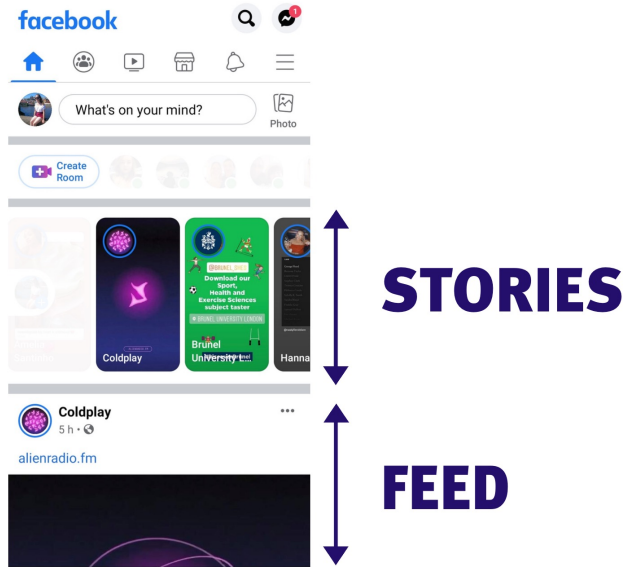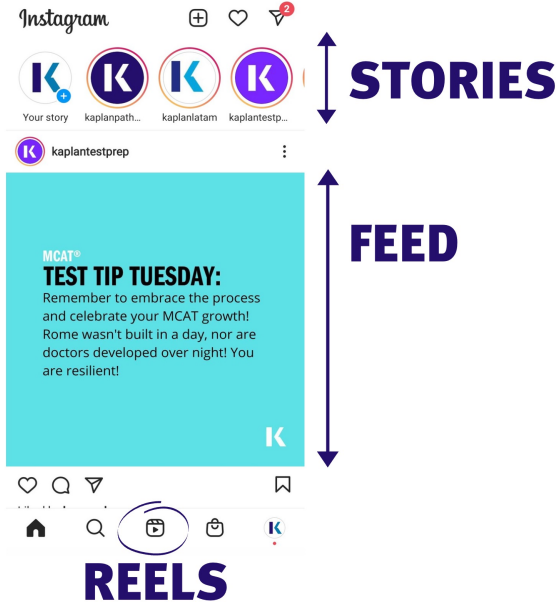

Story content: Docked at the top. F.O.M.O content

Feed content: Main part of the platform, first thing users see when logged in

Reels: Have their own section, pushed by Instagram

HOW KAPLAN USES SOCIAL MEDIA TO ATTRACT NEW CUSTOMERS AND RETAIN FOLLOWERS

At Kaplan International Languages, the global account targets all our different types of customers with content specifically related to them. Instead of trying to interest everyone with one post, we focus on one type of learner and write a post specifically for them:
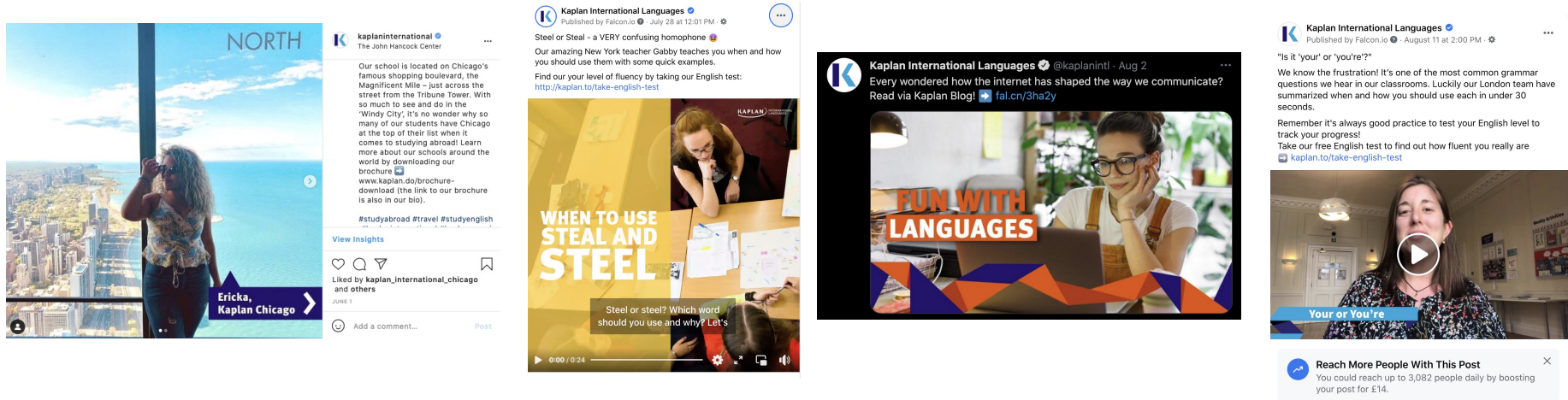
We then use Insights to better inform our posts and find out what works best

BEST PRACTICES

SOCIAL MEDIA FOR WORK VS PERSONAL USE

As an agent you might use your personal social media accounts for your business, but it is always good practice to split the two up:

Professional (work)

- Represent your business and professional identity
- Aims to inspire prospective students to study abroad and improve themselves
- Becomes the online 'voice' of your company

Recreational (personal)

- Humorous / informal tone / personal opinions
- Won't use keywords or hashtags to improve SEO
- No customers following you

TONE & IMAGERY

Tone is professional but there is room to be upbeat and informal

- We use emojis to help break up the caption – but don't use too many!

Imagery is very important on social media. As your content appears it breaks up users' navigation as they scroll through their feed.

- Some channels favor certain types of posts and show them to more people organically e.g. Facebook - shares, Instagram - images with a focal point
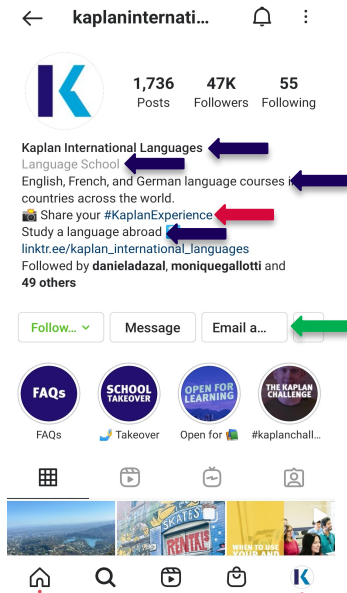- Help clarify message of caption

More detailed info in our Brand Guidelines:

https://ebook.kaplaninternational.com/brand/KI-Languages-Brand-Guidelines.pdf
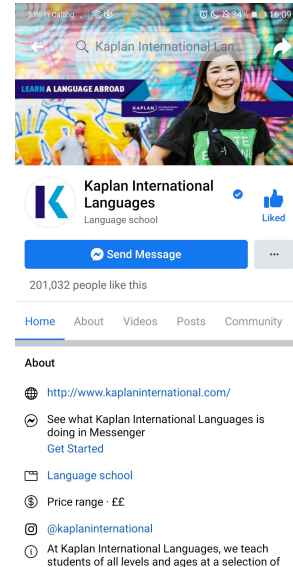
SOCIAL MEDIA SEO

Regardless of what social platform you use, **your account must be fully filled in to make the most of organic searches and engagement**


- 'Languages', 'language courses', 'abroad'
- Community hashtag
- Contact information

SOCIAL MEDIA SEO

Keywords and hashtags also play a huge role too as platforms take them into consideration when filtering content to users.

- You can now use search terms in captions
- Make sure you use the right hashtags for the content you post
- Some generic Instagram hashtags are banned because of spam e.g. #desk so research is key!
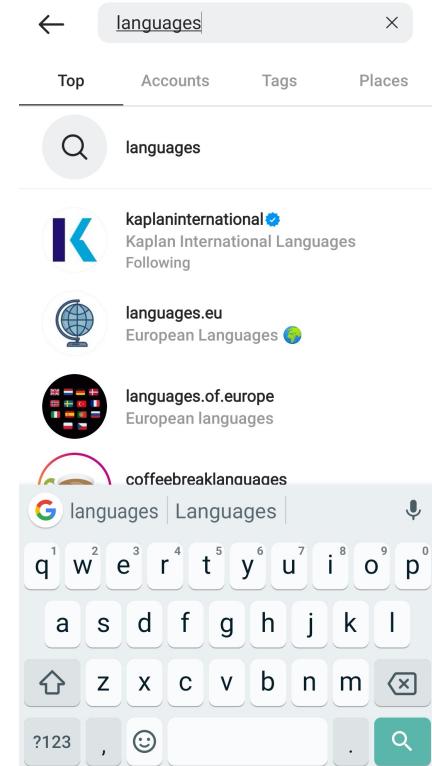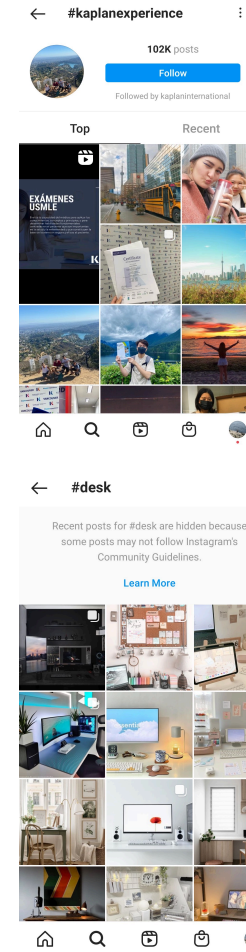
SOCIAL MEDIA SEO - HASHTAGS

Hashtags are important on social media as they are the best way of searching for content / filter through the most relevant content. Here are some quick pointers to make the most of your hashtag use:

- Don't space out words as they 'break' the hashtag
- Keep each platform in mind e.g. hashtags aren't popular on Facebook, but they are on Instagram and Twitter
- Use hashtags that are memorable or compelling and give context to your post
- Use hashtags from the 'study abroad' community e.g. #studyinuk or #KaplanExperience
- Hashtags shouldn't be too long e.g. #studyabroadintheunitedstates and you shouldn't use too many

We suggest creating a spreadsheet of hashtags and rotating their usage
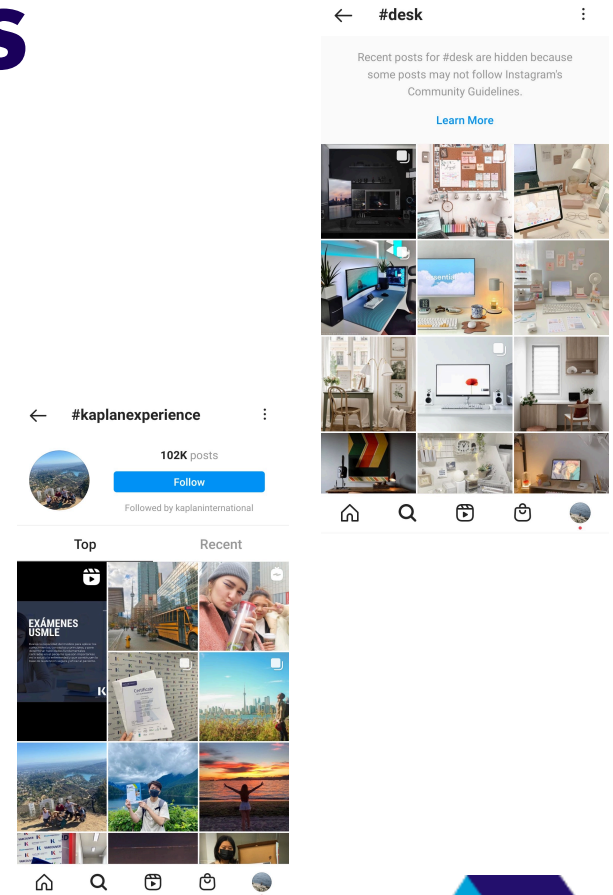
SELLING THE #KAPLANEXPERIENCE

What makes Kaplan different from competitors? These are all examples that can help you sell the #KaplanExperience:

- Amazing teachers and staff
- Great products and destinations
- 80+ years' experience teaching languages
- State of the art classrooms
- Company-wide belief that language immersion can change lives

We show the #KaplanExperience in a way that customers can see themselves in the stories you share:

Time's #KaplanExperience as a carousel post:

SELLING THE #KAPLANEXPERIENCE

Where can I find imagery or interesting content?

- Follow our accounts (global, regional and school)
  - If it's been posted on the global account, we have approval to use student's images

- Use Brandfolder to find imagery, videos, information: https://brandfolder.com/portals/partner-download-area
  - Brandfolder contains the latest imagery from schools

THE DO'S AND DON'TS OF SOCIAL MEDIA

DO

- Post your content to the right place that is right for your region e.g. if Instagram isn't used in your region, don't set it up and use another platform that is
- Start small - prioritize your networks
- Make sure your accounts are complete and filled with the most updated info
- Be transparent, honest and encourage people to message you
- Interact with your followers
- Use in-app Insights to find out what resonates
- Content should tell a story and connect to your visual – you're selling the #KaplanExperience!
- Know your goal or aim of the post – awareness, attract new customers, increase DMs, increase followers etc
- Make the most of organic SEO, such as keywords and hashtags to give your content the best chance of success
- Set up systems like Quick Replies and message prompts to maximise your time on social media
- Watch grammar and spelling (in English and native language)
- Make sure you have permission to post student's photos

DON'T

- Share the exact same message again and again hoping to make an impact
- Post irrelevant content
- Post blurry photos!
- Post assets that have been edited / not on-brand
- Argue in the comment section, other people can read your argument too!
- Think it's all about numbers – brand identity is important too

If you're not sure, just ask!

Q + A!

Share any thoughts or questions you have!