

Social Media Smarts: A How-To Guide in Using Social Media for Your Trip Promotion

Social media is great for sharing life updates – and travel photos! – with family and friends, but it can also be a powerful tool when planning your WorldStrides program and staying connected with those back home.

Social media can also be overwhelming. What should you post on Facebook? How about Instagram? Which platform is the best to connect with students? With parents?

We're going to help break it down for you!

Facebook

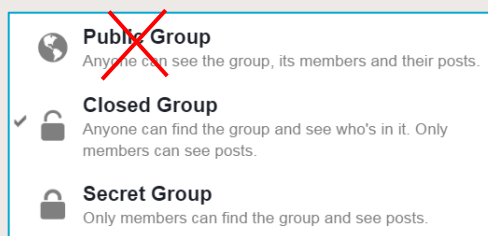
According to Facebook, the majority of its users fall between ages 18 and 49; while students are more likely to be on visual sites such as Instagram and Snapchat, their parents are likely using Facebook. Use this platform to promote parent meetings, create a group for program updates, fundraising, and to send parents live updates while on the program.

Create a Facebook Group

Facebook groups are an easy way to send information to parents and students, stay connected, and build excitement around the program. It's also a one-stop-shop for answering questions from parents, sharing last minute packing tips, and even brainstorming fundraising ideas!

To create a Facebook group:

- 1) Log onto Facebook and click "Groups" on the left menu
- 2) Choose "Create Group"
 - a. Name your group and add members
 - i. You can add your Facebook friends, or send the link to parents to join the group
 - b. Decide on privacy settings:
 - i. Public Group – anyone can see the group, its members, and their posts
 - ii. Closed Group – anyone can see the group and see who is in it; Only members can see posts
 - iii. Secret Group – only members can find the group and see posts
 1. We recommend a "closed" or "secret" group for your WorldStrides program
 2. Do not use a "public" group for your WorldStrides program



You can also use your Facebook Group while traveling! Post photos each day or even use Facebook Live to let parents know your group arrived safely and is having a great time.

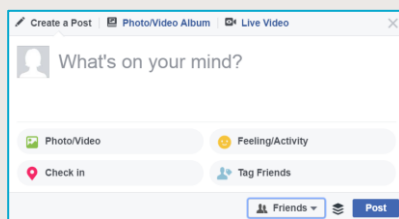
Facebook Live

Family and friends back home want to know that your group arrived at their destination, and see updates from the trip. In addition to using your Facebook group to update with photos, consider using Facebook Live as a way to check in with those back home. Tune in from a cool monument in Washington, D.C., or while looking for alligators in the Everglades.

Facebook Live can also be used to connect with parents leading up to departure, fundraising opportunities – the options are limitless!

To launch a Facebook Live:

- Log onto Facebook and click to make a status update
- “Live Video” from the options that appear and name your video – then go live!



- This can also be done through Facebook Groups, too!

Using Facebook to promote your trip and post photos and videos while you travel? Be sure to share it with your WorldStrides representative – we love to see your programs in action!

Fundraising

Facebook is also a great tool for sharing the Gift of Education, our most successful fundraising tool! Visit www.worldstridesfundraising.com to post a Gift of Education e-card right to your timeline – your Facebook friends will be able to follow the link and donate towards your trip!

Here's how to do it:

- On the fundraising website's homepage, click "Share on Facebook"



- Fill in the required fields and select your destination
- Write a message to your Facebook friends to display with the e-card
- Post to Facebook

Don't forget to "Like" WorldStrides on [Facebook](#)!

Instagram

While you're most likely to connect with parents through Facebook, students are gravitating towards visual platforms like Instagram. Instagram is great for sharing snapshots of what your group is doing throughout your program – and during fundraisers!

Getting started on Instagram is easy.

1. Download the Instagram app by visiting the app store on your device.
2. Open the app and create an account by creating a username and a password, or connecting with Facebook.
3. Start posting! Tap the camera image at the bottom of the screen to load a photo.
4. Choose a filter – if you want one!
5. Write a caption (don't forget to tag @WorldStrides and use hashtags #WorldStrides and #BestTripEver!)
6. Post your photo! You can also choose to share it to other social media sites, like Twitter and Facebook.

Some schools even create their own hashtags in addition to using WorldStrides as a way not only for family and friends to follow along, but so students can see each other's shots. Tag the locations you visit and the people in your photos to reach an even bigger audience!

Instagram Stories

Instagram's newest feature is Instagram Stories, a quick way to update followers on where you are and what you're doing. Stories are visible to followers for 24 hours, then disappear. To post a story, simply open Instagram and swipe right. A few tips:

- You can go live, use the Boomerang app, or go hands free, just by scrolling left and right through the options at the bottom of the screen.
- Press and hold down the photo button to record a video.
- Once you have a photo or video, swipe up to add emojis to your post, or left or right to add a filter – it's a great, easy way to tag your location!
- Got a great photo or video on your phone you want to share in your story? Open up Stories, swipe up, and choose your photo!

Be sure to follow WorldStrides on Instagram and tag us @WorldStrides while using our hashtags (#BestTripEver, #WorldStrides). We share our favorite Instagram photos!

Twitter

Twitter is a great place to post real-time updates and is a popular social medium with school systems to share news. Use Twitter to post quick trip updates or photos, to promote your parent meetings, and to advertise your fundraising efforts.

Like Instagram, you can also use hashtags for others to follow along. In addition to our WorldStrides hashtags (#BestTripEver, #WorldStrides), popular education and travel hashtags include:

- #blendedlearning
- #curriculum
- #edchat
- #educhat
- #educationaltravel
- #learnerexperience
- #travel
- #traveltuesday
- #travelpics

While there are many more popular social media networks out there, Facebook, Instagram, and Twitter are great places to start to build excitement about your WorldStrides program, promote fundraisers, and chronicle your program adventures.

Follow WorldStrides:

Facebook: <https://www.facebook.com/WorldStrides>

Twitter: <https://twitter.com/worldstrides>

Instagram: <https://www.instagram.com/worldstrides/>

Pinterest: <https://www.pinterest.com/worldstrides/>