



An All-Star Program Leader's Guide to

SOCIAL MEDIA

How to Use Social Media for Program Promotion
and On-Tour Engagement

Who's on social media? We're all on social media! Students, parents, school administrators, local reporters. Facebook, Instagram, and Twitter especially have quickly become an online meeting ground, and that means they are great tools for promoting student participation in your WorldStrides program.

Whether you are a teacher looking to involve parents, or a parent or student volunteer, you can use the powerful platform of social media to stay connected and *get* connected with a network that can help in promoting your trip.

The Big Picture

In our fast-paced digital world, sure, social media can be overwhelming. Which platform is best for engaging with which audiences?

Here's our take:

| | FACEBOOK | INSTAGRAM | TWITTER |
|----------------|-----------------------------------------------------------------------------------|-------------------------------------------------|----------------------------------------------|
| BEST USED FOR: | Promoting Parent Meetings Creating Groups Live Video Updates Fundraising | Sharing Photos Instagram Stories Hashtags | Real-Time Updates School News Hashtags |

Some Best Practices for All Platforms:

- Create a unique hashtag for your trip and encourage all participants to use it. That way, parents can easily find your updates and you can easily find content students are posting, so that you can share it as well.
 - Promote the hashtag in the bios of your social accounts so people can easily find it!
 - Use the hashtag on all your posts and incentivize others to use it by letting them know you'll share the content they post with that hashtag.
 - Make it unique. Check to be sure your chosen hashtag isn't already being used for another purpose.
- Have a call to action. The biggest way to get people engaged is to ask them a question/ask them to complete a task. This can range from requesting they share a specific post, to creating a status asking them what they're most excited for. This will help get people to interact with you – the more interactions your account has, the more likely it will spread in reach and be seen by others!
- Tag people! Whether it's someone featured in an Instagram pic, a shout-out to a location on Instagram stories, or a response from a specific parent on Facebook, tagging people helps in a variety of ways.
- Engagement is key! Don't miss a chance to respond – if people see a responsive group or page, they're more likely to get involved themselves.
- Stay active. Social media is designed for regular use and the algorithm rewards regular posting. The more you post, the more you'll appear in people's feeds! Just ensure that your content is relevant, so people don't think you're spamming them.





Facebook

Facebook is likely the best way overall to connect with parents before, during, and even after your WorldStrides program. 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.

If your school already has a Facebook page, you may be able to work together with your administration to post about your trip. If this isn't possible, you can set-up your own page.

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

Facebook Groups:

Facebook groups are an easy way to further involve parents and those participating in the program. Set yours up before your parent meeting, and ask interested parents and students registered for the trip to join.

Examples of how to best use a Facebook Group to your advantage include:

- Communicate updates
 - Remind everyone of important deadlines! (Then no one can use the excuse "I didn't know!")
- Upload documents
- Build excitement about the program trip
 - Share photos, articles, facts, etc. about your trip locale. This will create excitement and engagement for the trip!
- One-stop shop for answering questions from parents – you know they will have plenty of questions!
- Brainstorm fundraising ideas
- Share last-minute info like packing tips/reminders

The Nitty Gritty – Creating a Facebook Group:

- 1 Log onto Facebook and click "Groups" on the left menu
- 2 Choose "Create Group"
- 3 Name your group and add members
 - You can add your Facebook friends, or send the link to parents to join the group
- 4 Decide on privacy settings:
 - Public Group – anyone can see the group, its members, and their posts
 - Closed Group – anyone can see the group and see who is in it; only members can see posts*
 - Secret Group – only members can find the group and see posts

*We recommend a "closed" group for your WorldStrides program

PRO TIP

Trying to get a specific person's attention? Tag them!

Type @ with their name immediately after, and they'll get a notification!

After creating your group and adding parents and students, have them help you spread the word! Create posts or upload images that they can share to their personal pages to get the ball rolling! The key to Facebook (and most social media sites) is to stay active – try and post something at least every few days to stay at the top of their feeds as well as their thoughts! Make sure your content will get people to stop and not keep scrolling – photos and videos are good for this. (Bonus points if they involve cute animals!)

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. It's also a great place post-trip to add photos and videos that were taken by multiple people – create shared albums so everyone can view and share!



Mr. Barr's WMHS WorldStrides Iceland trip
Public group

- About
- Discussion**
- Members
- Events
- Videos
- Photos

Search this group

[+ Join Group](#) [More](#) Join this group to post and comment.

Ready for the next level? One of our teacher heroes created and shared [this video](#) to promote her programs.



YouTube interface showing the WorldStrides channel page. The channel has 490 subscribers. A featured video titled "Experience More with WorldStrides" is shown with 155 views, 2 weeks ago. The video description reads: "Since 1967, WorldStrides has provided experiential learning opportunities for students exploring a world outside their classrooms. For learners of all ages, in locations across the globe, our passion is seeing students (and their teachers!) experience more." The channel also lists "WorldStrides OnStage" as a featured channel and "CNN" and "Fox News" as popular channels.

PRO TIP
Need some content to promote your trip?? Check out the WorldStrides YouTube page for Fun Fact Videos, Trip Testimonials, and more!



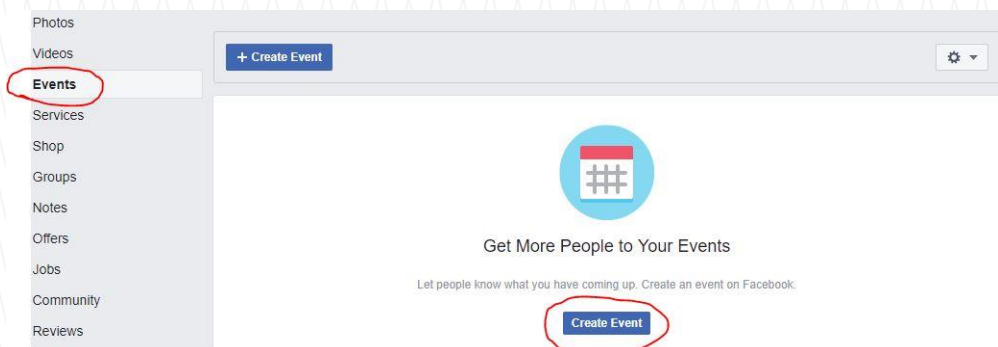
Promote Parent Meetings as a Facebook Event

A successful WorldStrides program starts with a successful parent meeting. While we provide many avenues for getting the word out, Facebook is one more great way to connect with your students' parents. Create a Facebook event to promote your event and invite them.

The Nitty Gritty – Creating a Facebook Event:

- 1 Log onto Facebook and click “Events” on the left menu
- 2 Choose “Create Event” and decide if you want yours to be a private or public event. In this case, consider creating a private event in order to control who attends.
- 3 From there, fill in your event details. Be sure to include things like date, time, and location! Add a photo as well to help draw people in – you’re more likely to have success with visual aids.
- 4 Invite parents, fellow teachers, school administrators – anyone who can help make your WorldStrides program a success! Encourage people who have already joined to invite relevant people as well.
- 5 Leading up to the event, share updates on the event page, including preliminary trip information and event reminders. After the event, you can share information for those who may have missed the parent meetings.

PRO TIP
Want to message all those people who haven't responded yet?
Click the "..." button at the top of the event to send a message to groups of people depending on their RSVP status!



Facebook Live

Family and friends of your students back home will want to know your group arrived safely AND see how much fun and learning is taking place while on your program! Consider using Facebook Live as a way to keep people involved in real-time. Parents will feel like they are experiencing a bit of the program with their kids as they check out a D.C. monument or search for alligators in the Everglades! Surely teachers know how much parents would appreciate this.

Here's how to launch a Facebook Live:

- 1 Log into Facebook and click to make a status update.
- 2 Make sure you have a strong internet connection – or else your video will be choppy.
- 3 Select “Live Video” from the options and name your video.
- 4 You are ready to go live!

*This can also be done through your Facebook Group, ensuring parents will see the update

Some tips for going live:

- Make sure you have a steady hand.
- Hiccups will occur. That's OK! Embrace the moment.





Fundraising

Many of the things you'll already be doing on Facebook – like creating a custom hashtag and populating a trip page with content – can help your students in their fundraising efforts! This doesn't have to be an effort limited to your official school or trip page. Students and parents can and should use their personal social media to help with fundraising efforts for the group and for their own travels. And of course, you can fundraise on all your platforms and some of these general tips can be used on other social media channels.

PRO TIP
You can also fundraise directly through Facebook. Though there are fees associated, it does make it easy to share on Facebook and allow people to donate without leaving the page. When people join your fundraiser, they'll be alerted to your updates and can track your progress.

Promote a Fundraiser as an Event:

This is another great use of Facebook Events (See the “Nitty Gritty” on the previous page.) If you're hosting an event, here's a couple of ideas related to your fundraiser:

- Countdown to the event.
- Bring your followers “Behind the Scenes” – post photos and videos of your event set-up/during the event/post-event break down so people feel involved – and therefore more excited for the event! (Everyone loves to feel like they've got the inside scoop, right?)
- Convey urgency in fundraising! Suggest to students/parents that they give live updates of their progress. Seeing a post that they're close to their goal could encourage someone to donate to hit the mark!
- If any local news picks up on your fundraising, make sure to “brag” about it online!
- Don't forget to tell your story. Don't just talk about that bake sale - make sure to explain why you are raising money. For example, do a series of testimonials. Ask students and parents what they're most excited in terms of the trip/why it's so important/what they're hoping to learn. You can put these quotes into a simple image, or record videos of their answers. Show the value of this trip, and people will be more likely to donate!
- Use your custom hashtag to find content during/after the event to share as well.
- Remind students to be gracious to those who donated. A great way to get engagement on a fundraiser is to thank donors on social media and highlight what that donation will help achieve. To really go above and beyond, students can make “thank you” videos!

Gift of Education

Facebook is an ideal way of efficiently sharing the [Gift of Education](#), our most successful fundraising tool!

Students and parents can post a Gift of Education e-card directly to their timeline. Their Facebook friends will be able to easily click to donate towards your trip. Be sure to share how to do this with parents so they can share with their family and friends too!

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
-






Send a Gift of Education E-Card

Our most successful fundraising tool! Within seconds, you can customize our Gift of Education e-cards and send them to friends and family members. Designs are available for all trip types and for all special occasions, including birthdays and the holidays. E-card recipients can quickly and easily make an online contribution directly to your account – and remember, 100% of the money you raise goes directly towards offsetting your trip price!

Click on the picture of where you'll be traveling and let the money start rolling in!

Just a reminder – you can only send one e-card at a time. Another quick and easy way to share our Gift of Education is through Facebook.

Tell us where you'll be traveling with us:

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
|  <p>Washington D.C. or New York with my friends</p> |  <p>Science trip to Florida, Costa Rica or Iceland</p> |  <p>Outside the U.S.</p> |
|  <p>A musical performance, dance, or cheer event</p> |  <p>Other</p> | |



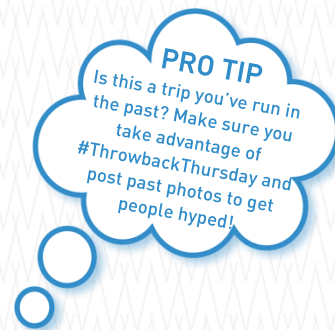
Instagram

While you're most likely to connect with parents through Facebook, students are more visible on Instagram. As a visual medium, Instagram (or "Insta" as the kids say!) is a great way to easily share photos and short videos of what your group will experience or is experiencing.

Consider creating a separate account for your trip so parents and students can follow along. This will make it clear to followers that the account will solely be posting about the trip. And don't forget to use hashtags! Create a hashtag unique to your trip so followers don't miss anything. This also allows participants to see each other's photos. Use this hashtag across social media platforms.

Wondering how to maximize "Insta"? Here are some ideas:

- Tag the locations you visit.
- Hashtags are so important! Common ones that'll be relevant for your trip: #travel #studenttravel
- Tag @WorldStrides and use our hashtags - #WorldStrides and #themomentwhen. We love reposting photos from our travelers' programs!
- Encourage students to tag themselves so their friends and family can easily find photos of them. This will also encourage them to share them to their personal profiles.
- A great trick to get people involved is with a "call to action" on your posts. For example, post a photo of one of your trip highlights, and make your caption "Tag a friend who you'd love to visit with"
- Give your students an Instagram challenge to complete over the summer. For example, ask them to post a photo of something educational they're doing over break. The best photo could earn a prize! (Maybe something they can use on their WorldStrides trip?)





Instagram Stories:

Instagram stories are a quick way to update followers on where you are and what you are doing. Because of their lack of production, stories make your content feel more personal, and make it easier for people to engage with you. Your story will appear at the top of people's feeds – so more updates means appearing more frequently in people's feeds. Stories are only visible for 24 hours, then they disappear. (If you want to save them, you can.)

To post a story, open your program's Instagram account and swipe right.

- You can take a photo or video, or select from your camera roll (Instagram will only show you content from the past 24 hours)
- After taking your photo or video, click the sticker button in the top right to add stickers and images!
 - Tag your location and use those hashtags!
 - Get more engagement by adding interactive elements, such as a poll or a box to ask questions. You can post responses you receive right back to your story.
- Make sure to adjust your settings so your Instagram story will automatically post to your Facebook as well!
- Are students or parents posting to their accounts about the trip? If their account is public, click the message button below any post you like. You should have the option to add that post to your own Instagram story! Now you can keep the content flowing without lifting a finger taking your own photos or videos!
 - It's good etiquette to tag whoever's content you shared. Add a text box and tag them (@ symbol then username) so they get notified!

PRO TIP

So you made that custom hashtag (Right?!?)

Use Instagram's "Follow #" feature to see any content people post with it!

A Guide to Instagram Story Special Features

Now that you've mastered the basic story, you can really make your stories sing with special features.

- Music – Have a theme song for the trip? You can choose this song and place it over your video! You can even pick which part of the song you'd like to play.
- Live – show what's happening live! Your followers will be notified that you're live. You can even post a question to your story and then share the responses you receive live.
- Boomerang – create a gif!
- Superzoom – highlight something specific (like a statue or a student) in a variety of engaging ways!
- Focus – select a face and it will softly blur the background to give you a museum-worthy shot. Make sure to tag whoever's in it so they can share it to their personal story!
- Tap the face on the right hand side – this will give you cool filters, stickers, and effects to change the look of your photos/videos!



Twitter

Think of Twitter as a type of news source. It's a great place to post real-time updates. Additionally, many schools have Twitter accounts that parents follow, making it a smart place to connect. Twitter is also a fantastic platform for hashtag use.

Popular education and travel hashtags include: **@WorldStrides**

- #blendedlearning
 - #educhat
 - #edchat
 - #education
- #placebaseded
 - #gloaled
 - #educationaltravel
 - #studenttravel
- #travel
 - #traveltuesday

PRO TIP
Local news reporters are often really active on Twitter. Tagging them or direct messaging (also known as "DM"ing) is a great way to get their attention about your group if you are trying to get media attention!

When creating your Twitter account, make sure to personalize it! Add a relevant photo, cover photo, and bio so parents and students know it's a legitimate account.

The great part about Twitter is that since the timeline moves so quickly, you can update frequently on here without getting "spammy." Feel free to post to your hearts content!

PRO TIP
Emojis are king. (And can increase engagement by 25%)
Pepper some in to your next post or tweet!



The best part? Social media doesn't have to be perfect. The goal is to get connected, so just get started! With some tips from this guide, you'll be a social media superstar in no time! And if you ever need some assistance, just give us a shout. (You know where to find us 😊)

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[Instagram](#) – @worldstrides

[Pinterest](#) – WorldStrides

[Twitter](#) – @WorldStrides

[YouTube](#) – WorldStrides