

Study in Europe Webinar – SOCIAL MEDIA

Monday, 19 November 2018, 10:00 – 12:00 CET

Outline of presentations

1. Mechteld (Maggie) Bous, Nuffic, The Netherlands: Strategic use of Social Media

The social media landscape is changing. Facebook is still the largest medium, but Instagram is growing fast, just like Tumblr and Pinterest – not to mention LinkedIn. To navigate this landscape, while maximizing your visibility/ impact, you need to have a strategy. This strategy starts with two questions: *Who do I want to reach?* and *What do I want to achieve?* During the webinar, I will focus on these questions and connect them to how to use which social medium.

2. Inga Seikstule, AIC, Latvia: How to make social networks more visible for the target audience with minimal budget and staff capacity

Not always sponsoring the social network pages and boosting the posts can reach the target audience or attract the “qualitative” followers. It is well known that sometimes sponsored posts get only small % of the posts engagement and is more oriented on the number of people reached. To achieve posts’ engagement, it is very crucial to know your target audience, as well as their interests/needs. What may work for one country may not work for other countries. During the webinar I will focus on how to research your target audience and finding what content your audience might be interested. This can be the key to the visibility of your page without investing lots of resources.

3. Douglas Washburn, Swedish Institute, Sweden: How student content creators can help national agencies market your country as a study destination

As a national agency, incorporating student content creators into your marketing activities – be they bloggers, Instagrammers or video creators –can be a great way to create authentic and relevant content and to use your time and budget effectively when you have limited resources and need to create content marketing a large number of universities for a variety of channels . During my presentation I will share some key tips the Swedish Institute has learned from working with student content creators.

In the Register now! page, there is a question asking you for specific questions or comments related to the webinar sub-topics (the 3 presentations). You can use this question and space to let us know of any questions you may have on any of the 3 sub-topics. Please do so by this Friday, 9 November, so that our speakers can already take your concerns into account when preparing their presentations.