

Effective Instagram Marketing Strategies for Higher Education

Widespread access to the internet and digital media has transformed the education sector completely. Facebook today has more than 2.3 billion monthly active users, while Instagram now has over 1 billion monthly active accounts. With social media platforms becoming more popular day by day, the way we consume information is also changing significantly.

Majority of institutions have established an active presence on Instagram. At this stage, the increasing popularity of the site has also resulted in increased competition, making it essential to continuously review and evaluate your posting strategy to ensure that you continue to get the most out of the platform. With that in mind, we need to explore some of the most proven and effective methods for engaging and how you can use them to maximize your potential visibility on the site.

Highlight Your Campus Location

Instagram is still the place where internet users go to see striking, eye-catching visuals, and this should be the top priority when developing Instagram marketing strategies for higher education. Showcasing the natural beauty of your campus or local area with well-chosen photos or video footage can be an excellent starting point.

Examples:

- a) Capturing the beautiful campus buildings in a unique and unusual way.
- b) Even if you have a very small campus, you can still look to your location to help you create arresting visuals that capture what makes your town or city special.
- c) Showcasing the beauty of the surrounding area by sharing photos of popular landmarks in the region
- d) National and regional histories

Showcase Life on Your Campus

While you should be looking for the most visually appealing shots possible, it's important to try and avoid creating images that seem overly staged or manufactured.

Examples:

- a) Your photos should tell a story, capturing snapshots of the student experience and getting prospects excited about what life at your institution will be for them.
- b) Keeping your eyes open for shareable moments is the key, ensuring that you don't miss out on something that could really boom with the Instagram audience.
- c) Community service initiatives for different causes in the campus
- d) Share photos and videos of noteworthy campus events.
- e) Capture and post the graduation ceremony
- f) Achievements in sports and extra-curricular activities

Strategic Hashtags

Use hashtags to categorize posts, and they can be a key part of your higher education strategy, serving to strengthen the reach of your content. Try to research popular and trending hashtags on the site to find ones which are relevant to your post, and include them in your text to maximize your potential visibility.

Examples:

- a) Create a hashtag for your institution or for all the major events that are happening such as graduation day, orientation day, reunions etc. Encourage students to promote these hashtags.
- b) Promote the best students or achievers to be featured on the institution's official page.
- c) Post some insightful interview / discussions from notable college faculty.
- d) Create branded hashtags for institution and the colleges. This way, you can encourage your students to use them also for further visibility.
- e) Use separate accounts for each department within the university so that your content will be better tailored to the specific audience that follows each post.

Social media is a competitive environment hence, it is important for institutions to experiment, track and analyze which content strategy is the most effective for them. Your digital marketing strategy plays an important role in maintaining and growing the reputation of your institution. These were just a handful of strategies for promoting your college or university and increasing student interactions on social media. To find which tactics work best, you need to try them out and see what works.



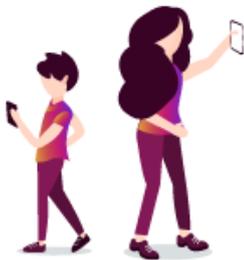
Instagram has

1 billion

monthly active users and **more than 500 million** of them use the platform every day.

(Statista, 2018)

DEMOGRAPHICS



61%
OF INSTAGRAM
USERS ARE
FROM
AGE GROUP
18-24



90%
OF INSTAGRAM
USERS ARE
BELOW 35



32%
OF INSTAGRAM
USERS ARE
COLLEGE GOING

SOURCE

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