

Level up your social media game: A Program Leaders' guide



HOW TO USE SOCIAL MEDIA FOR TRIP
PROMOTION, PROGRAM PARTICIPATION,
AND ON-TOUR ENGAGEMENT.

 **WorldStrides**[®]
Educational Travel & Experiences

The big picture

Keeping up with multiple social media platforms can be overwhelming. There are many features on each platform which are the same across the board, so it's best to focus on what's different about each one.

We suggest choosing 1-2 platforms to best engage with your audience—here are our favourite features of each:

	FACEBOOK	INSTAGRAM	X/TWITTER	TIKTOK
What's the same	<ul style="list-style-type: none"> • Share photos and videos • Can post in real time • Use of hashtags • Ability to tag other users and repost their content 			
What's different	<ul style="list-style-type: none"> • Widely used by Millennial and Baby Boomer age groups • Fundraising and ad promotion • Formal content 	<ul style="list-style-type: none"> • Widely used by Gen-Z and Millennial age groups • Ad promotion • Curated content 	<ul style="list-style-type: none"> • 280-character maximum posts • Quick and to-the-point updates 	<ul style="list-style-type: none"> • Widely used by Gen-Z age groups • Specializes in short-form video content • Informal, less-polished content

Example: Facebook Page



Example: Instagram Profile



Example: X Profile



Best practices for all platforms



Craft a unique hashtag for your trip

Sharing a hashtag helps parents follow along and gives you visibility into your students' posts about their adventures.

- 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 their content.
- Make it unique. Ensure your chosen hashtag isn't already being used for another purpose.



Have a call-to-action

The best way to get people engaged is to ask them a question or have them complete a task. This can range from requesting to share a specific post, to creating a status asking individuals what they're most excited for. The more people who interact with your posts (likes, comments, and shares), the wider your reach becomes, spreading the word to new audiences.



Start tagging

Whether it's someone featured in a picture, 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.



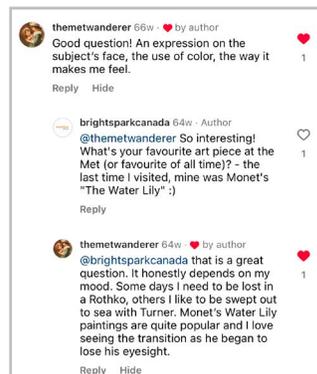
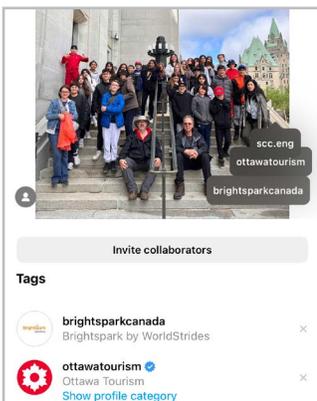
Engagement is key

Don't miss a chance to respond—if people see a responsive group or page, they're more likely to get involved.



Stay active

Social media is designed for regular use and the algorithm rewards frequent posting. The more you post, the more you'll appear in people's feeds! Just ensure your content is relevant, so people don't think you're spamming them.



Screening followers

Decide if you want your profile to be open to the public or if you want a private account.

Pros and cons

- **Open to the public:**
 - **Pros:** More engagement; followers can repost your content onto their accounts, making your account more shareable.
 - **Cons:** Less privacy; everyone can see your followers, your content, and who you're following (everyone as in, every single person on the internet will have access to your open account).
- **Private account:**
 - **Pros:** You control who sees your posts and who you follow, giving you the freedom to share more openly.
 - **Cons:** Much less engagement; those who don't follow you (including your target audience) might miss your content; it's harder to share your account.

If you decide to keep your profile open to the public, be mindful about who is following you. Online hacking is at an ultimate high so be sure to look and think twice before accepting an invitation or clicking a mysterious link from a stranger through a direct message.

Here are some questions to ask yourself:

- What do their pictures look like?
- Is this account asking me to click suspicious links?
- Are they posting content that doesn't seem consistent?
- Is this a name I know?
- Are these pictures of people I recognize?
- Do we have mutual followers?



If you no longer want someone following you, simply remove them by clicking onto their profile, tapping the “...” button, and selecting “Remove this follower”. If your account is private, this user won't be able to see your content unless you accept their follow request again, but if your account is open to the public, this user will still be able to see your content.

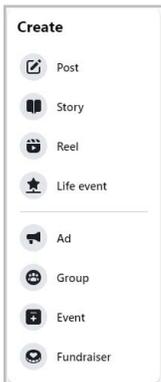
If you'd like to keep your account open but don't want users seeing your content anymore, simply block them by clicking onto their profile, tapping the “...” button and selecting “Block this follower”. These users won't be notified and they won't be able to search the platform for your account.

PICK YOUR PLATFORM

Facebook



Facebook is likely the best way to connect with parents before, during, and even after your WorldStrides Canada 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 TikTok, their parents are likely using Facebook.



PRO TIP: 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 and simply ask the owner of your school's page to share your account.

Facebook has three key features that keep it ahead of its social media competition: its ability to **run ads**, **create groups**, and **plan events**.

Access these features

Log onto Facebook and click the grid button on the right-hand side of the page—a menu called 'Create' will pop up with eight button options, including Ad, Group, Event, and Fundraiser buttons.

FACEBOOK GROUPS

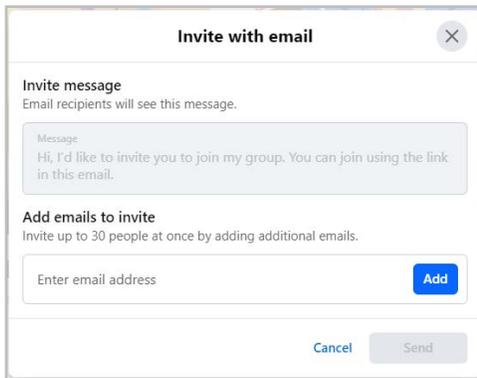
Facebook groups are an easy way to further involve parents and students in the program. Set this up before your next meeting and ask those interested to join.

How to best use a Facebook group to your advantage:

- Communicate updates and remind everyone of important deadlines!
- Upload your documents.
- Build excitement and engagement about the tour by sharing photos, articles, facts, and more about your trip.
- Use it as your one-stop shop for answering questions.
- Brainstorm fundraising ideas.
- Share last-minute info like packing tips and reminders, such as verifying travellers' passports are valid 6 months past your return date—wink wink!

The Nitty Gritty – Creating a Facebook group

1. Log onto Facebook and click “Groups”, located in the menu.
2. Choose “Create a group”.
3. Name your group and add members.
 - You can add your Facebook friends or send the link to specific people.
 - You can also invite users through email by selecting the “Invite” button on your Facebook dashboard.



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 who’s 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 Canada program.

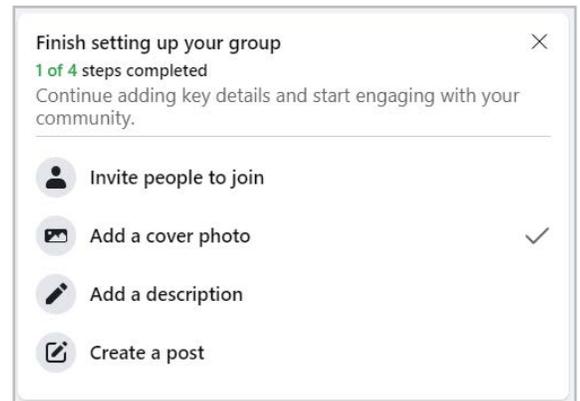


Here’s an example of what your Facebook group will look like to start. From here, you can access everything that has been shared and posted in your group within the Discussion, Events, Media, Files, and People tabs.

At this point, everyone on the internet can post on your page, so we suggest changing some of the permissions before sharing and promoting. Selecting the ‘Group Settings’ button under the ‘Manage’ tab on the left side of the page will give you all your options to change the security and permissions. Choose whichever privacy settings work best for you, but we recommend at least turning off ‘Anonymous Posting’—this ensures that a profile and name must be connected to every post in your group.

Promoting your group

If you'd like to continue promoting your group, Facebook prompts you to finish setting up your page—we recommend you complete these steps in order to reach a larger audience. Now, you can create posts or upload images that parents and students 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 to post something every few days to stay at the top of followers' feeds. Make sure your content gets people to stop scrolling and look at your page—photos and videos are best for this.



You can also use your Facebook group while travelling! Post photos every day or use Facebook Live to let parents know your group arrived safely and is having a blast. It's also a great place to add post-trip photos and videos that were taken by multiple people—create albums so everyone can view and share!

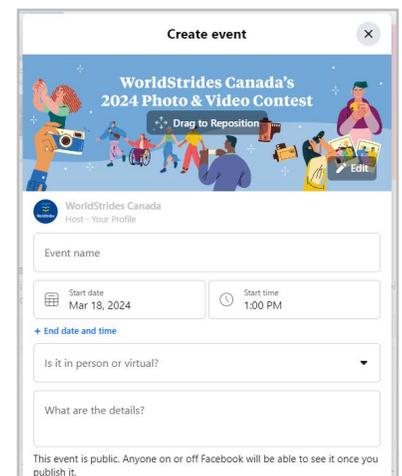
FACEBOOK EVENTS

Promote parent meetings as a Facebook event

A successful WorldStrides Canada program starts with a productive parent meeting. While we provide many avenues for spreading the word, creating a Facebook event is one more great way to promote your tour and also connect with the parents of tour participants.

The Nitty Gritty – Creating a Facebook event

1. Log onto Facebook and click “Events”, located in the menu.
2. A ‘Create Event’ page will pop up and prompt you to fill in your event details.
3. Be sure to include details such as 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 Canada tour a success! Encourage those who have already joined to invite other relevant users.
5. Leading up to the event, share updates on the page, including preliminary trip information and reminders. After the event, you can share information with those who may have missed it or want a recap.



PRO TIP: Keep in mind if your page is public, your event will be too—meaning anyone on or off Facebook will have access.

FACEBOOK FUNDRAISERS

Promoting your fundraiser on Facebook

Many of the Facebook activities you're already doing, like creating a trip hashtag and populating a page with content, can double as effective fundraising tools for your students! 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 use many of these general tips to leverage all your platforms for fundraising.

PRO TIP: Download our [fundraising guide](#).

Promote a fundraiser as an event

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

- Launch a countdown to the event.
- Bring your followers behind-the-scenes to get them excited. Share photos and videos throughout the process—from setting up to the experience itself to the post-event breakdown. Everyone loves to feel like they've got the inside scoop, right?
- Convey urgency in fundraising. Suggest students and parents give live updates of their progress. Seeing a post in relation to reaching their goal could encourage someone to donate, helping them achieve the target.
- 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 your 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 for in regards to their upcoming trip and why. 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 and after the event to share.
- 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 their donation will help achieve. To really go above and beyond, students can make “thank you” videos.

PICK YOUR PLATFORM

Instagram



While you're most likely to connect with parents through Facebook, travellers 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 showcasing your group's upcoming adventure or capturing their experiences in real-time.

Consider creating a separate account for your trip so parents and travellers 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 all social media platforms.

Wondering how to maximize Instagram? Here are some ideas:

- Tag the locations you visit.
- Hashtags are important! Common ones that'll be relevant for your trip: **#Travel #StudentTravel**.
- Tag [@WorldStridesCA](https://www.worldstrides.ca)—we love reposting photos from our travellers' programs! You can also send us a message with the photos you'd like us to post.
- Encourage travellers to tag themselves in photos. By doing so, they can easily find these images and share them with friends and family on their own social media.
- 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 travellers an Instagram challenge to complete over a period of time. For example, ask them to post a photo of something educational they're doing over their summer break. The best photo could earn a prize—maybe something they can use on their WorldStrides Canada trip.

PRO TIP: Is this a trip you've run in the past? Make sure you take advantage of **#ThrowbackThursday** or **#FlashbackFriday** and post photos from past trips to get people hyped!

INSTAGRAM STORIES

Instagram Stories offer a casual way to keep followers in the loop about your day-to-day adventures. They're quick and unpolished, making them feel more personal and spark easier interaction compared to meticulously crafted posts. Your Story will appear at the top of people's feeds—more updates mean appearing more frequently. Stories are only visible for 24 hours, then they disappear. See [page 11](#) on how to 'Highlight' your Stories and keep them on your page for longer than 24 hours.

Posting a Story

To begin, open Instagram and swipe right to access the camera. Here's how to share your Story:

- You can take a photo or video or select either one from your camera roll.
- After taking your photo or video, click the sticker button in the top-right corner to add stickers and images.
 - Tag your location and use hashtags applicable to your post.
 - Increase engagement by adding interactive elements, such as a poll or a question box. You can post responses you receive right back to your Story.
- Are travellers 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. Keep the content flowing without even lifting a finger!
 - 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.

A guide to Instagram Story special features

Now that you've mastered the basic Story, you can really make them sing with special features.

- **Soundtrack your Story:** Have a theme song for the trip? You can choose this song and place it over your photo or video. You can even pick which part of the song you'd like to play!
- **Go Live:** Show what's happening live! Your followers will be notified that you're livestreaming. Post a question to your Story and then share the responses you receive.
- **Create a 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.
- **And more:** Tap the face on the right-hand side—this will give you filters, stickers, and effects to change the look of your photos and videos!

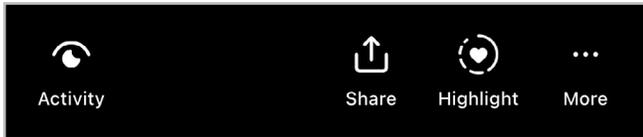
The best way to keep Instagram Stories housed on your page is by turning them into a 'Highlight.' Think of them like mini documentaries on your profile, showcasing the posts you want to focus on and keeping the Stories you love alive!

Here's why Highlights are a game-changer:

- **Long-lasting impact:** Unlike fleeting Stories, Highlights stay put, allowing you to curate a collection of your best content that stays on your page for as long as you'd like.
- **Storytelling power:** Group related Stories for a captivating narrative.
- **Profile booster:** Design custom covers for each Highlight, adding personality and visual interest to your profile.
- **Easy to update:** Add new Stories to existing Highlights or create fresh ones whenever inspiration strikes.

The Nitty Gritty – Creating an Instagram Highlight

1. Log into Instagram on your phone and click your current or archived Stories.
2. Along the bottom of your screen, you'll see the 'Highlight' option.



3. Each Highlight can contain 100 photos or videos, but there's no maximum number of Highlights that you can create.
4. Make each Highlight interesting by naming them and choosing a fun display photo.

PRO TIP: Streamline your social media management with Meta Business Suite. This one-stop platform lets you plan and schedule posts across Facebook and Instagram. No need to recreate content—reach your entire audience on both platforms with ease.

A screenshot of a Facebook page for 'Brightspark by WorldStrides'. The main banner features the text 'WorldStrides Canada's 2024 Photo & Video Contest' in white on a blue background with illustrations of people and cameras. Below the banner, the page name 'Brightspark by WorldStrides' is displayed, along with follower counts: 'Facebook followers 2.4K' and 'Instagram followers 1.6K'. At the bottom, there are buttons for 'Create post', 'Create ad', 'Create reel', 'Create story', and 'More'.

PICK YOUR PLATFORM



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

Here are some popular education and travel hashtags:

- #BlendedLearning #Education #EducationalTravel #TravelTuesday
- #EduChat #PlaceBasedEd #StudentTravel #ExploreMore
- #EdChat #GlobalEd #Travel #GoingpPlaces

When creating your X account, make sure to personalize it! Add a relevant photo, cover photo, and bio so travellers and parents know it’s a legitimate account. If your school already has an account, be sure to tag them in your bio.

The great part about X is since the timeline moves so quickly, you can update frequently without getting “spammy.” Feel free to post as you please.

PRO TIP: Emojis are king—and can increase engagement by 25%. Pepper some into your next post.

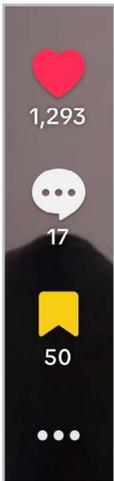


PICK YOUR PLATFORM

TikTok



TikTok is the youngest, but by no means, least popular social media platform. It has skyrocketed with younger users thanks to its user-friendly interface and personalized feeds. Though it's probably not the most useful platform for promoting your tour and keeping parents in the know before the trip, we would say it's the best platform to promote on-tour engagement with tour participants.



TikTok's popularity is based on the creation and participation of popular trends—including dances, lip-synching to popular songs, and creating content inspired by already popular videos. On most platforms, it's a faux-pas to 'steal' other users' ideas, but on TikTok, inspiring the videos you make off of another user is the ultimate compliment—just don't forget to tag whose content you 'borrowed'!

Before your trip, do some research of what's popular right now, and save what you like.

By clicking the little flag on the bottom-right side of each TikTok, you'll be able to personally save other videos or songs to refer to when you're ready to make your own TikTok.

Here are some popular trends and video ideas to get you started:

- Use the voiceover effect with different sounding voices.
- Use current and popular songs.
- Travelling to Italy? Use [this sound](#) over places you're excited to see.
- Create a short video of before and after you've arrived using [this sound](#).
- Have a video of someone doing something silly on tour? Use [this sound](#) over the video.
- Be as authentic as possible. The allure of TikTok is sharing real-life experiences and all the fun you've had while doing it!

PRO TIP: TikTok Search is a great tool to finding unique things to do or places to see because of TikToks use of user generated content—this means that restaurants and hotels aren't paying for their names to come first on TikTok, the way they do on regular search engines. Try it out for yourself by searching 'Things to do in [insert destination]' or 'Places to eat in [insert destination]' to see real people's videos of their favourite and recommended spots.



See you online!

Now you're fully equipped to promote your trip like a social media pro. By implementing these tips and tailoring them to your specific needs (remember to just focus on one or two platforms), you'll maximize your reach and minimize the stress. So, get out there, start creating engaging content, and watch your trip, program, or event thrive online.