Undergraduate students have increasingly looked to popular social media channels as their primary means of acquiring information, thus creating new opportunities to capture their attention in frequent but short “micro-moments” online. To meet the changing needs of our target audiences, IGS recommends that study abroad faculty directors, departments and colleges use social media as a primary means of marketing and outreach for UD Study Abroad programs.

I. Best Practices for Using Social Media

- IGS will provide channel-specific graphics optimized for easy use across Facebook, Instagram and Twitter in the promotion of UD Study Abroad Programs. IGS will also provide a pdf poster for each program.
- Faculty directors should share all of their study abroad-related posts via approved University of Delaware social media channels and/or through their personal accounts.
- Social media content should be brief, visual, and compelling.
- Include handles and hashtags in your posts to increase the number of people you reach. Tag IGS by including the handle @UDGlobal and using the hashtag #udabroad in your posts.
- Remember to use good judgment when creating posts as content can go anywhere on the Internet, and represents the University, as well as you.

II. Messaging Recommendations for Social Media

**Link to Key Websites**

- University of Delaware Institute for Global Studies Website: [http://www1.udel.edu/global/](http://www1.udel.edu/global/)
- University of Delaware Study Abroad Home: [http://www1.udel.edu/global/studyabroad/](http://www1.udel.edu/global/studyabroad/)
- University of Delaware Study Abroad Program Database: [http://www1.udel.edu/global/studyabroad/information/programs.html](http://www1.udel.edu/global/studyabroad/information/programs.html)

**Consider Using These Sample Posts to Recruit**

- Applications for the [field #UDAbroad program name] have opened! Explore the world with us during [field semester here.] [Insert link to your study abroad program page]
- Did you know that the history of #UDAbroad dates back to 1923? Become a part of the legacy and travel to [field host location] during [field semester here.] [Insert link to your study abroad program page or to the study abroad database]
• Employers actively seek an interculturally competent & multi-lingual work force. Add #UDAbroad to your resume during [field semester here]! [Insert link to your study abroad program page]
• Challenge yourself and get inspired! Go #UDAbroad to [field host location] with us during [field semester here]. [Insert link to your study abroad program page]
• UD is home to more than 4,000 international students & scholars. Experience a new part of the world for yourself: [Insert link to your study abroad program page or to the study abroad database] #UDAbroad
• Gain a brand new perspective on the world and on [field academic discipline]. Go #UDAbroad to [field host location] during [field semester.] [Insert link to your study abroad program page.]

Instagram does not allow hyperlinked text to be embedded within post captions. As a workaround, edit your profile settings to include a link to the webpage where you would like to redirect your audience. On Twitter, be sure to shorten your links using bit.ly or ow.ly to use as little of your 140 character count as possible.

III. What you can expect from IGS
In addition to the support provided by your IGS study abroad coordinator to keep your program’s website accurate, the IGS Global Outreach team supports your communication efforts via the following:
• Production of custom, optimized social media graphics for each of your programs
• Promotion of interest meetings, study abroad fairs, events, and major deadlines through various communications platforms
• Real-time coverage of study abroad programs on IGS social media, including the monitoring and amplification of student and faculty content using #UDAbroad
• Video and/or UDaily spotlights of new, innovative programs and student awards
• Collaboration with the Office of Communications & Marketing to strategize co-promotion of UD Study Abroad on university-wide social media channels and the UD homepage
• Guidance on ethical global digital storytelling and best practices for International Education communications

Questions or Submissions?
For questions, comments, or to submit a photo or social media post to be shared on official IGS platforms, please contact Nikki Laws or Amy Greenwald Foley.

See the Communications Guidelines - Study Abroad Social Media, for more complete instructions and rationale.
University of Delaware
Institute for Global Studies

Full Communications Guidelines - Study Abroad Social Media

Introduction: University of Delaware undergraduate students have increasingly looked online and to popular social media channels as their primary means of acquiring information. According to a 2015 Pew Research Center study, 90% of Americans aged 18-29 use social media. Another 2015 study by Deloitte found that individuals aged 18-24 check their smartphones an average of 74 times per day. This creates the unique opportunity to capture students’ attention in frequent but short “micro-moments” online. To meet the changing needs of our target audiences, the Institute for Global Studies recommends that study abroad faculty directors, their departments and colleges utilize social media as a primary means of marketing and outreach for UD Study Abroad programs. Although the field continues to evolve, IGS and other units currently maintain a presence on popular channels such as Facebook, Instagram and Twitter.

Please note that social media does not replace in-person communication, which is essential for sharing detailed program information, building community, and establishing group protocol. We encourage you to utilize social media in support of traditional communications efforts, such as class announcements, interest meetings, and word-of-mouth messages. IGS will also provide a pdf of program posters for faculty director, department and college use.

To assist you in your marketing endeavors, the Institute for Global Studies will provide you with:
1. A Social Media Toolkit
2. Custom, optimized graphics for use on Facebook, Instagram, and Twitter
3. A pdf of your program poster
4. Comprehensive guidelines for Study Abroad Social Media that include:
   - Best practice principles for using social media
   - Rationale for each social media channel
   - Messaging recommendations for your social media campaign
   - Details on what you can expect from IGS

The study abroad coordinators and Global Outreach team of IGS are available to support your efforts. We encourage you to contact your coordinator with questions, concerns, or ideas. In addition, refer to @UDGlobal on Instagram and Twitter for updates, key messages, and moments on UD Study Abroad and all things global at the University of Delaware.
I. Best Practice Principles for Using Social Media

Smart ways to use social media for sharing information, engaging, and cross-promoting UD study abroad programs:

1. Where You Should Post

Faculty directors should share their posts via approved University of Delaware social media channels and/or through their own personal accounts. IGS does not recommend the creation of social media accounts for individual study abroad programs.

A list of accounts approved by the Office of Communications & Marketing (OCM) appears online. Those with questions regarding IGS official platforms should contact the Global Outreach team. Questions regarding college or department accounts should be directed to their college’s communications manager.

2. Engage & Cross-Promote Your Programs

Including handles and hashtags in your posts allows individuals and organizations to be a part of your posts and enables followers to see a more robust storyline. For example, all study abroad programs should “tag” IGS by including the handle @UDGlobal. This allows us to quickly see and re-share your posts, thus amplifying your message to many more followers. In addition, all study abroad directors and participants should include the hashtag #UDAbroad in their posts so that followers of this hashtag can see the range of UD study abroad programs and experiences. IGS promotes this hashtag in all materials, thus increasing the number of individuals who will see your posts.

For recruitment purposes, identify your key target markets. Consider tagging student leaders, departments, or student organizations in your posts. Be strategic vs. generic to avoid being considered intrusive and being ignored. Once abroad, participants may wish to tag one another, in addition to IGS, in their posts to further their reach. Visiting key landmarks or organizations? Tag them! They’ll often reward you by responding and sharing your posts. Tagging is today’s word-of-mouth advertising and will support future program efforts.

3. Share Appropriate Content

Social media content should be brief, visual, and compelling. Every word and image count! Remember to use good judgment when creating posts as content can go anywhere on the Internet, and represents the University, as well as you. This is important advice for both faculty directors and students to follow. Please note that showing students in illegal, high-risk, or dangerous situations may cause repercussions. Choose images that promote UD study abroad as an academically rigorous educational endeavor, which, in turn, will attract the type of students you want to apply to your future programs. For more information, visit www.udel.edu/socialmedia.

4. Use Correct Graphics

IGS will provide you with channel-specific graphics that we designed for easy use across Facebook, Instagram and Twitter in the promotion of UD Study Abroad Programs. (Examples
Graphics have been optimized for their specific social media channels and should not be edited or resized.

Please note that custom images do not have the correct dimensions for a cover photo. Instead, use a striking visual of your host country or of students from previous programs as a cover photo. These photos should be copyright free and if this photo belongs to another individual, permission should have been given for it to be shared.

In addition, supplied social media graphics do not serve as a flyer or poster for the program. Instead, when distributing print materials or emails to students, please use the poster pdf.

The Institute for Global Studies is happy to provide additional marketing materials at the request of individual faculty directors. Those in need of additional marketing pieces should contact their study abroad coordinator.

Facebook Shared Image (1200 pixels X 630 pixels)
This graphic is optimized for sharing in a news feed post or on a Facebook page.

Instagram Graphic (1080 pixels X 1080 pixels)
This image is optimized for posting on Instagram, but not as an Instagram “avatar.”
II. Rationale for Each Social Media Channel

Twitter In-Stream Photo (440 pixels x 220 pixels)
This image is optimized for viewing in a Twitter stream (attached to an individual post), but not as a cover image.
The following is a quick introduction to the best personal use of three key social media channels. See the University’s complete online guide to making the most of these channels. The IGS Global Outreach team and your college’s communications staff will employ these best practices in amplifying your content across official UD channels.

1. **Facebook**
The channel with the greatest reach, Facebook has more than 1 billion users who are looking to connect with a community and to share their life experiences. Study Abroad Faculty Directors are encouraged to use their own personal accounts to share updates, photos, and videos regarding their programs, but **should not** create accounts, pages, or open groups in the name of their program or UD Study Abroad. Facebook’s algorithm places priority on video and Facebook Live content, so be sure to capture moments via this medium to secure the largest reach possible.

We do understand that faculty will often use Facebook groups as a means of sharing important updates for students and their parents during their program. If you choose to form a Facebook group, be sure that it is a closed group, is accessible by invite only, and that an IGS representative is added as an administrator or member of that group.

2. **Instagram**
The most visual of the three platforms mentioned here, Instagram allows you to share images and tell a compelling story. Instagram is also a way to enable followers to feel as if they are there with you. Use one or two strategically chosen hashtags and be sure to keep your copy short! Remember, Instagram is the place for your image to speak for itself.

3. **Twitter**
Twitter is the place for dialogue and real-time news. Due to its 140-character limit for posts, Twitter is best used for brief statements and relevant links but can also be used as a way to hold an online conversation. Remember, social media is a busy and packed world. Strong visuals are the “thumb-stopper,” and will decrease the chances of someone scrolling past your posts.

Find out which program participants have Twitter accounts, and note their online handles. Encourage participants to share news and events as they are happening. Engage your students or prospective participants with questions or thoughts. Remember, once you’ve started a conversation, monitor your account regularly.

### III. Messaging Recommendations for Your Social Media Campaign

1. **Link to Key Websites**
As you prepare to recruit for your next program—or share your current program’s story—be sure to link back to these websites, which contain pertinent information on everything from the legacy of UD study abroad, application instructions, pre-departure checklists, and advice for navigating the world after students return from their program.

- University of Delaware Institute for Global Studies Website: [http://www1.udel.edu/global/](http://www1.udel.edu/global/)
- University of Delaware Study Abroad Home: [http://www1.udel.edu/global/studyabroad/](http://www1.udel.edu/global/studyabroad/)
- History of Study Abroad at the University of Delaware: [http://www1.udel.edu/global/studyabroad/information/brief_history.html](http://www1.udel.edu/global/studyabroad/information/brief_history.html)
- University of Delaware Study Abroad Program Database: [http://www1.udel.edu/global/studyabroad/information/programs.html](http://www1.udel.edu/global/studyabroad/information/programs.html)

2. Consider Using These Sample Posts

Below are a number of posts to get you started with recruiting and sharing your program’s story in the digital world. Consider using these—but don’t be afraid to edit them to fit your own voice!

- Applications for the [field UDAbroad program name] have opened! Explore the world with us during [field semester here.] [Insert link to your study abroad program page]
- Did you know that the history of #UDAbroad dates back to 1923? Become a part of the legacy and travel to [field host location] during [field semester here.] [Insert link to your study abroad program page or to the study abroad database]
- Employers actively seek a culturally conscious & foreign language proficient work force. Add #UDAbroad to your resume during [field semester here]! [Insert link to your study abroad program page]
- Challenge yourself and get inspired! Go #UDAbroad to [field host location] with us during [field semester here]. [Insert link to your study abroad program page]
- UD is home to more than 4,000 international students & scholars. Experience a new part of the world for yourself: [Insert link to your study abroad program page or to the study abroad database] #UDAbroad
- Gain a brand new perspective on the world and on [field academic discipline]. Go #UDAbroad to [field host location] during [field semester.] [Insert link to your study abroad program page.]

IV. What You Can Expect from IGS

The Institute for Global Studies supports all activities related to global engagement. In addition to the support provided by your IGS study abroad coordinator, the IGS Global Outreach team supports your communication efforts. Although faculty directors are responsible for recruitment and enrollment in their study abroad programs, IGS provides the following:

- Production of custom, optimized graphics for use by Faculty directors and College communicators
● Program page on IGS website with details, including application link and key dates
● Promotion of interest meetings on the IGS web site and on IGS social media
● Promotion of study abroad fairs, events and major deadlines on the IGS web site, IGS social media, and through UDaily and other communications platforms
● Real-time coverage of study abroad programs on IGS social media, including the amplification of student and faculty content
● Video and/or UDaily spotlights of new, innovative programs and student awards
● Communication with the Office of Communications & Marketing to strategize co-promotion of UD Study Abroad on university-wide channels and the UD homepage
● Guidance on ethical global digital storytelling and best practices for International Education communications

Questions or Submissions?
Remember to stay in touch with your study abroad program coordinator. For questions, comments, or to submit a photo or social media post to be shared on official IGS platforms, please contact members of the IGS Global Outreach team:

Nikki Laws  Communications Coordinator for Global Outreach
nlaws@udel.edu  (302) 831-1569

Amy Greenwald Foley  Associate Director for Global Outreach
agfoley@udel.edu  (302) 831-3082