

Not one algorithm for all

Understanding platform-specific preferences so you can make the most of your choices.



A sneak peek at how education companies can leverage their social presence and design strategies the algorithm favors, that promote awareness, increase engagement and drive enrollments and sign-ups.

Facebook

- 2.91 Billion monthly (active) users
- 79% of users are active - daily
- Users spend an average of 19.6 hours on the platform monthly
- The average organic reach on Facebook is 5.2%
- Facebook Ads reach 34.1% of the global population (over the age of 13)
- Facebook is second to YouTube in live video with 42.6% of user share



What's your strategy?

A successful Facebook strategy will come down to how well you interact with your followers on your school's page. The algorithm prioritizes active interactions, like commenting and sharing, over passive interactions, like impressions. If you're encouraging this kind of engagement — great! If not, it may be time to optimize your content strategy.

Use this platform to drive awareness and engagement with live streams, videos, and stories

Instagram

- 1.22 Billion monthly (active) users
- Instagram is Gen Z's favorite platform
- Instagram's advertising reach has outpaced Facebook this past year
- 9 out of 10 users watch reels weekly
- 500 Million accounts use the Instagram story feature
- 58% of users say they're more interested in a brand after seeing it in a Story

What's your strategy?

Despite the fact that Facebook owns Instagram and that their platforms have comparable features, each of these has its own culture. The secret of Instagram marketing for education is as follows: It's all about brand awareness. Instagram is the deep end of the pool where you dive to meet new people you've never met before, while Facebook is the shallow end where you hang back with your family.

Use this platform to create your first impression - but treat it as its own platform. What works for Facebook could bomb on Instagram. Feature your students, explore your campus through live streams and use the unique story features. And be authentic!

TikTok

- 1 Billion monthly (active) users
- TikTok users are still active on other platforms
- It's the most engaging social app - by far
- The majority of users use the app for entertainment
- TikTok ads reach 17.9% of all internet users aged 18+
- Adding captions increases impressions by 55.7%

Use this platform to demonstrate campus - and classroom life, with a focus on student engagement. Promote health and safety, school sports or culture - to reduce the 'unknowns' for potential students. Keep it real, and advocate for student (or user-generated) content.

What's your strategy?

There are more differences between Gen Z and Millennials than hairstyles and skinny jeans. Gen Z wants brands to share their beliefs and produce less polished content since they have different perspectives on money, branding, and authenticity.

(Higher) Ed will need to reevaluate "talking head videos" and campus beauty shots as a result of this change. Instead, education marketers need to look for chances to portray students in actual settings, discuss real problems, and exchange genuine experiences.



LinkedIn

- 830 Million accounts on the platform
- LinkedIn ads have a reach of 10.4%
- The Ad audience distribution is 56.8% male and 43.2% female.
- 55% of decision-makers use LinkedIn content to vet organizations
- The average user spends 7 minutes and 12 seconds on the platform, visiting 6.40 pages per visit
- 52% of users report that LinkedIn research has a positive effect on their purchasing decisions



What's your strategy?

LinkedIn is a professional platform and has some very different constructs compared to other platforms. What works on Instagram and Facebook probably isn't going to have the same impact on LinkedIn.

Longer relationships are the key focus of LinkedIn (especially as an educational institution). The reason for this is that LinkedIn members take their future seriously. 77% of users are actively searching to further their education, and 64% have a six-month enrollment goal in mind. A successful LinkedIn strategy means creating multiple touch points. Serving an ad once won't do the job. Instead, you need to prove to the algorithm that your content is relevant and that people recognize your brand.

Use this platform to demonstrate campus - and classroom life, with a focus on student engagement. Promote health and safety, school sports or culture - to reduce the 'unknowns' for potential students.

Keep it real, and advocate for student (or user-generated) content.