



A Dun & Bradstreet Division

# FROM INSIGHT TO ACTION

## Social Marketing

Our experience shows that, as digital natives, teachers use social media frequently for both personal and professional uses, and social media should be a part of any multi-channel marketing strategy to educators.

### Lessons Learned from WeAreTeachers

Through our WeAreTeachers channels, we've learned there are specific themes, tactics, and strategies that make social content successful with educator audiences. Here are some of our insights:



#### The Content That Moves Teachers

- Show them that you know them**—content should demonstrate a command of the issues they face in education or in their corner of the district or curriculum.
- Give them something they can use**—classroom tools that are practical, relevant, visually appealing, and tailored to their needs.
- Touch their hearts and help them help their kids**—emotionally engaging content and information, tools, and resources that help them advocate for children.
- Timely or evergreen**—content that is current and topical to what they are teaching, or that is evergreen and useful from one school year to the next.
- Make them laugh**—sharing insider humor shows that you “get it” and want to give them a lift.



#### Use “Local” Language for Each Channel

- Facebook** posts should make readers laugh, smile, or think to create social bonds with educators
- Know that teachers use **Pinterest** as a visual search engine to find, save, and share lessons, crafts, products, activities, and PD materials
- Focus timely and topical posts on **Twitter** where educators get their news and connect with education thinkers, leaders, and administrators
- Since teachers use **Instagram** to share what is actually happening in their classrooms vs. future ideas, keep posts reality based vs. aspirational



## Facebook

- **Video** posts continue to have the most engagement and the top editorial and partner posts on WeAreTeachers are consistently videos
- Shares from **photo** posts are **200% higher** than links alone
- **Quizzes, holiday-themed content, and listicle articles** are popular with educators

## Pinterest

- **1.3 million educator pins** are shared on Pinterest each day. To stand out, be sure to treat Pinterest as a search engine and consider what teachers are looking for and optimize each board and pin for SEO

## Twitter

- **Photo** tweets average a **35% boost** in retweets
- **Video** tweets get a **28% boost**
- **Quote** tweets get a **19% boost**
- Adding **numbers** gets a **17% boost**
- **Hashtags** get a **16% boost**

## Instagram

- **Video** posts see **71% higher** average engagement

MDR is 100% committed to education. We are continually watching, measuring, and analyzing educators from every angle— economic, demographic, firmographic, technological, and cultural. Insights like these are the product of our relentless curiosity about all things education and our commitment to helping brands, organizations, and educators build productive relationships.

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