As digital natives, teachers use social media frequently for both personal and professional uses. They search social media to find content and resources for their classrooms, interact with other educators, enhance their own skills, and shop for deals. It’s important for marketers to make social media a part of any multi-channel marketing strategy to be seen in the places teachers use most.

AS A TEACHER, I USE SOCIAL MEDIA TO...

- Get inspired with new teaching ideas (68%)
- Find resources for my classroom (51%)
- Connect with other educators (48%)
- Participate in an online community (34%)
- Stay on top of trends and news (33%)
- Follow education companies and organizations (29%)
- Find teacher discounts and deals (24%)
- Connect with other educators (20%)
- Find teacher discounts and deals (13%)
- Participate in an online community (13%)
- Follow education companies and organizations (13%)
- Connect with other educators (12%)
- Find teacher discounts and deals (10%)
- Participate in an online community (9%)
- Follow education companies and organizations (9%)
- Connect with other educators (7%)

SOCIAL MEDIA CHANNELS/ SITES TEACHERS USE

- Facebook (80%)
- Pinterest (71%)
- Instagram (55%)
- Twitter (36%)
- LinkedIn (25%)
- Snapchat (24%)
- TikTok (17%)
- WhatsApp (13%)
- Reddit (6%)
- Tumblr (1%)

SOCIAL CHANNELS USED FOR PROFESSIONAL REASONS

- Pinterest (68%)
- Facebook (51%)
- Instagram (29%)
- Twitter (20%)
- LinkedIn (9%)

SOCIAL CHANNELS USED DAILY

- TikTok (7%)
- Twitter (13%)
- Pinterest (13%)
- Instagram (33%)
- Facebook (62%)

WE ARE TEACHERS

80% of teachers surveyed are familiar with WeAreTeachers!

TOP CONTENT ON WeAreTeachers’ CHANNELS

- 47% Teaching Ideas
- 9% Humor
- 9% Helpful Resources
- 5% Teacher Deals & Discounts
- 5% Education News & Trends

RATE WeAreTeachers

In helping you with the subjects you teach, compared to other teacher sites.

- Excellent
- Above Average
- Below Average
- Poor

TOP WORDS TO DESCRIBE WeAreTeachers

- Helpful (53%)
- Realistic (38%)
- Professional (64%)
- Supportive (56%)
- Relatable (48%)

Source: How Do Teachers Use Social Media in 2021? WeAreTeachers Survey