

# How Teachers Use Social Media

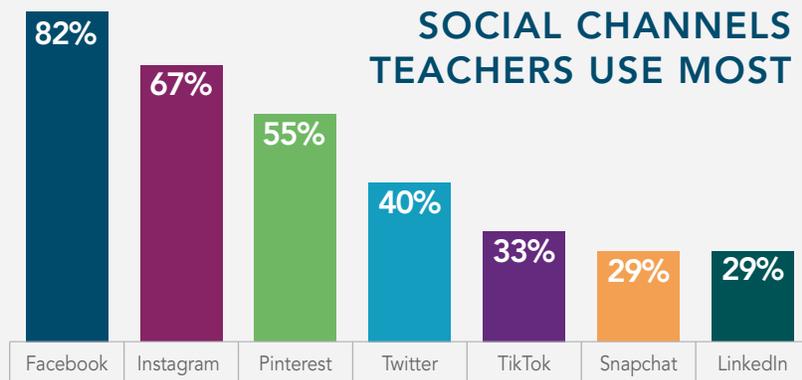
Teachers use social media daily to search for classroom ideas, connect to one another, and shop for deals. It's important for brands (and marketers!) to make social media a part of their multi-channel strategy to be visible and interact with teachers in the places they spend the most time.

## TEACHERS USE SOCIAL MEDIA TO...

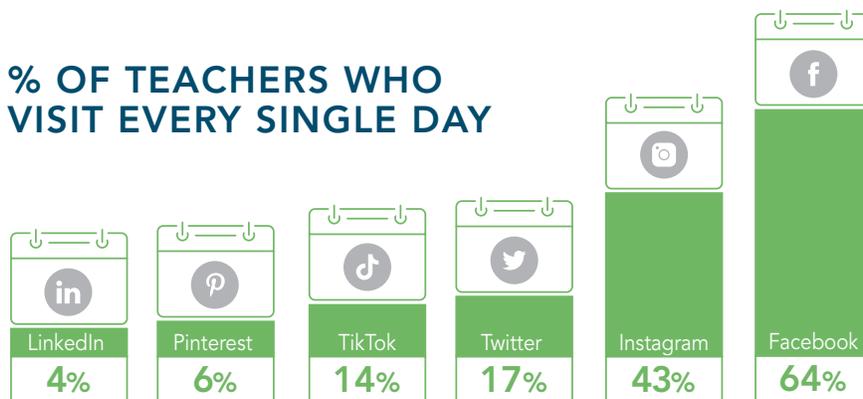


### Facebook Groups Are Popular

65% of teachers belong to at least 1 education-focused Facebook group.



### % OF TEACHERS WHO VISIT EVERY SINGLE DAY



## WANT TO REACH EDUCATORS ON SOCIAL MEDIA? WE CAN HELP!

**WE ARE TEACHERS**

8 out of 10 teachers know and love the WeAreTeachers brand.

Every day, **250,000** teachers like, comment, and share on WeAreTeachers social channels.

Every month, the WeAreTeachers website receives nearly **5 MILLION** visitors. Check out [weareteachers.com/advertise](https://www.weareteachers.com/advertise) to learn how we can help your brand build deep connections with educators on social media.

Source: "How Teachers Use Social Media," WeAreTeachers.com Survey, 2022