

Social Media for Teacher Residencies: A Quick Guide

Use this table to help inform your social media strategy. Check out the Continued Learning links below, which includes our longer [communications guide](#), resources explaining platform features, and more!

Platform	Media	Key Audiences	Notable Features	Benefits	Considerations
Instagram	Shortform <ul style="list-style-type: none"> • Pictures • Short videos 	<ul style="list-style-type: none"> • High school and college student populations • Active teacher communities 	<ul style="list-style-type: none"> • Livestreaming • Reels (aka videos) • Collaboration posts • 24-hour Stories • Highlights on Profile 	<ul style="list-style-type: none"> • Multi-media (text paired with videos or photos) • Stories help gain more eyes for your content 	<ul style="list-style-type: none"> • Captions can be lengthy if needed • Stories only last for 24 hours
X (Formerly known as Twitter)	Shortform <ul style="list-style-type: none"> • Pictures • Videos • Text posts 	<ul style="list-style-type: none"> • Legislature, • Organizations such as non-profit educational companies • Individuals keeping up with current events or trends 	<ul style="list-style-type: none"> • Threads - you can post several connected posts to create a longer narrative 	<ul style="list-style-type: none"> • While usage is shrinking, it's still the most-used platform for dialogue-style communication • Trending hashtags 	<ul style="list-style-type: none"> • While X is typically used for shortform media, there is still an ability to post longer videos or longer text posts in a thread of consecutive tweets • The paid X subscription allows promoted posts that can be longer than the 280-character limit
TikTok	Shortform <ul style="list-style-type: none"> • Videos 	<ul style="list-style-type: none"> • Active teacher communities 	<ul style="list-style-type: none"> • Livestreaming • Thread posts together via "playlists" 	<ul style="list-style-type: none"> • Further reach – TikTok's algorithm is more effective in showing videos not just to users who follow you, but to other people who may be interested in your content 	<ul style="list-style-type: none"> • Lean into comedy! • Join in on fun trends and hashtags • Utilize trending audio for a larger reach
LinkedIn	Longform <ul style="list-style-type: none"> • Text • Posts • Photos 	<ul style="list-style-type: none"> • Individuals seeking professional opportunities • Professional communities such as university programs, school district leaders, non-profits, for-profit educational companies 	<ul style="list-style-type: none"> • Let people know you're hiring • Reach people who are actively seeking education and employment opportunities 	<ul style="list-style-type: none"> • Professional space to share program updates, articles, etc. 	<ul style="list-style-type: none"> • This platform can be used to reach potential career changers
Facebook	Longform <ul style="list-style-type: none"> • Text • Posts 	<ul style="list-style-type: none"> • Still #1 social media platform, so there is a large and broad audience 	<ul style="list-style-type: none"> • Livestreaming • Stories • Reels 	<ul style="list-style-type: none"> • Catch-all platform with lots of flexibility • Users can follow your program's page to stay up to date on your content 	<ul style="list-style-type: none"> • To focus your Facebook presence, join community pages tied to your organization or goals • Beyond your college/university page, you can create more specific pages such as one for your teacher residency
YouTube	Longform <ul style="list-style-type: none"> • Videos 	<ul style="list-style-type: none"> • Potential applicants • Individuals seeking information, how-to's, or entertainment 	<ul style="list-style-type: none"> • Livestreaming • Embed on other platforms, websites, & slide presentations 	<ul style="list-style-type: none"> • Can house longform videos providing a look into program or residency life such as panels, presentations, interviews, etc. 	<ul style="list-style-type: none"> • Consider using YouTube as a tool (uploading videos and embedding them elsewhere) vs. developing a "presence" on the platform

CONTINUED LEARNING

- [Prepared To Teach's Communications Guide](#)
- [Learn about social media management **scheduling tools**](#)
- [Graph of **most popular social networks**](#)
- [**Free Graphic Design Tool: Canva Tutorials**](#)
- [**Instagram Features** \(Reels, Stories, and More\)](#)
- [How to **Collaborate on Instagram** \(with pictures!\)](#)
- [How to make an **Instagram Story** Highlight](#)
- [How to create a **thread on X/Twitter**](#)
- [Latest and Greatest **LinkedIn Features**](#)
- [10 Ways Universities Can Use **Facebook to Market to and Connect With Students**](#)

To explore more resources on Recruitment, visit Prepared To Teach's Guided Toolkit, [Active Recruitment: The Promise of a Paid Residency Pathway.](#)