

## Intro to SoMe Platforms

### Facebook

Goals: We want new students to quickly connect to a social network.

Purpose: This will lead the students to have better relationships with their classmates, prevent cliques and help them settle in. This will also help prevent stress and loneliness amongst the students.

### Instagram

Goals

Purpose

### Tiktok

Goals: To make Tik Toks talking about BAA, its advantages and showing daily life of a student studying there. To reach and connect with our target group, upcoming international students, funny but at the same time useful and interesting content needs to be produced.

Purpose: To attract new students from BAA to our events and show them ways how to socialize, make the whole integration and adjustment part of just coming to a new country easier. Also Tik Toks will have content that will encourage upcoming students to choose BAA.

# Intro to SoMe platforms:

## Best **TikTok** posting times

- Monday - 6am, 10am, 10pm
- Tuesday - 2am, 4am, 9am
- Wednesday - 7am, 8am, 11pm
- Thursday - 9am, 12pm, 7pm
- Friday - 5am, 1pm, 3pm
- Saturday - 11am, 7pm, 8pm
- Sunday - 7am, 8am, 4pm

## Best **Instagram** posting times

- Mondays - 11am
- Tuesdays & Wednesdays - 10am to 1pm
- Thursdays & Fridays - 10am & 11am
- **Best days to post** - Tuesdays & Wednesdays

## Best **Facebook** posting times

- Mondays through Fridays - at 3am
- Tuesdays - 10am and noon
- **Best days to post** - Tuesdays through Fridays

## People who like the **facebook** page of Erhvervsacademy aarhus:

- 4862 people

## People who follow the **facebook** page:

- 5022 people

## People who follow the **instagram** page of the university:

- 2852 people