

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: We want to provide quick tips and interesting facts

Purpose: This will help students to increase their life comfort in DK but also enable them to get acquainted with danish culture.

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