

Instagram Content Pack

Content #1:



Instagram post

Caption:

Admissions Open – 2025 Intake!

Looking to take the next step in your academic journey?

Join our top-ranked programs in Business, Tech, Design & more.

- UGC-recognized
- Industry-mentored curriculum
- Affordable fee plans
- Limited seats. Apply today to secure your future!*
- DM us "ADMIT2025" for a free counseling session.

Content #2:



Instagram carousel

Caption:

☐ Study Abroad in 2025

Dreaming of studying in ☐☐ Germany or ☐☐ Canada?

Here's why 1000s of Indian students are making the move:

- 1☐☐ Affordable tuition & scholarships
- 2☐☐ Work while you study
- 3☐☐ Post-study work visas
- ☐ Top courses: MBA, Data Science, Nursing, Engineering
- ☐ DM "ABROAD" for a FREE university shortlist!

Content #3:



Instagram post

Caption:

☐ Dual Degree Program: India ☐☐ + London ☐☐

Get the global edge with our 1+1 International Business Program!

✓Year 1: Study in India

✓Year 2: Study in London (UK-based partner university)

- ☐ Dual Certificate
- ☐ Global Placement Support
- ☐ *Build a truly international career in just 2 years!*
- ☐ DM "DUAL" to get the full brochure & fee details.

Instagram Story Content Pack

Study Buddy Poll

Do you prefer studying alone or with friends?

Alone with my headphones on 🎧

Group study all the way

Productivity Tip of the Day

Use the Pomodoro technique – 25 mins focus, 5 mins break 🍅

What's your favorite study tip?

Quick Quiz – Study Facts

Which part of the brain helps with memory?

Frontal Lobe

Temporal Lobe

Occipital Lobe

What's your study vibe today?



Motivated or meh?





INSTAGRAM STORY IDEAS?

What kind of stories
would you like to see
from us?

?

What kind of stories
would you like to see from
us?


Type something...

Let us know!

LINKEDIN Content Pack

Content #1:

Caption:

- 
- ★ Ready to turn your study abroad dream into reality? ☐
 - ★ We provide expert student visa services for top destinations like the USA, Canada, and Germany! ☐
 - ★ Let us handle the visa process while you focus on your goals! ☐
 - ★ Book your FREE consultation today! ☐
 - ★ #StudyAbroad #StudentVisa #DreamBig

Content #2:



DISCOVER EXCELLENCE
STUDY IN
GERMANY

WHY STUDY IN GERMANY?

- world class education
- cultural richness
- global networking

MINIMUM GPA REQUIRED 3.0

APPLY NOW

WE ARE EXCITED TO INTRODUCE GERMANY SCHOLARSHIP PROGRAM,
TAILORED FOR STUDENTS EAGER TO EXPERIENCE HIGH QUALITY EDUCATION

Caption:

- Dreaming of studying in Germany?
- From world-class universities to vibrant culture, Germany offers a unique experience for international students. ☐
- Share your experiences or ask questions!
- #StudyInGermany #InternationalEducation

Content #3:

This content is based on a carousel that includes:

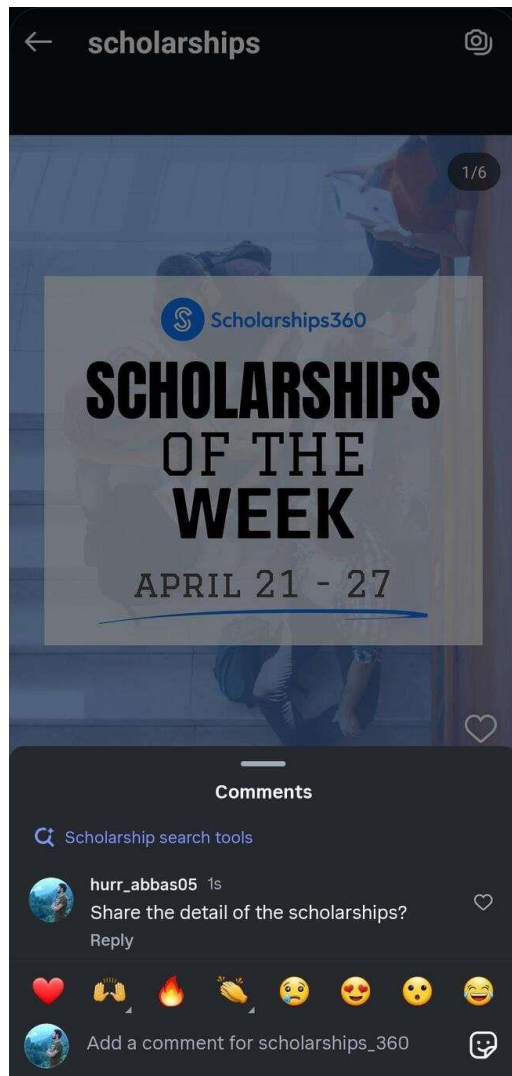
- Title
- Introduction
- Top MBA programs
- Benefits of studying abroad
- Career opportunities
- Motivational quote

Caption:

- Ready to take your career to the next level? □
- Explore our MBA programs abroad and unlock your potential! □
- From top-ranked universities to global networking opportunities, discover how an MBA can transform your future. □ ✨
- #MBA #StudyAbroad #CareerGrowth



Engagement Report





Top Scholarships in Europe for International Students

Scholarship	Funding
Eric Bleumink Scholarships 2026 – Netherlands	Fully funded
SBW Berlin Scholarship – Germany	Fully funded
University of Milan Excellence Scholarships – Italy	Partial funded
DAAD EPOS Scholarship 2026–27 – Germany	Fully funded
Helmut Veith Scholarship 2025–2026 – Austria	Fully funded

Comments

 Fully funded scholarships in Europe

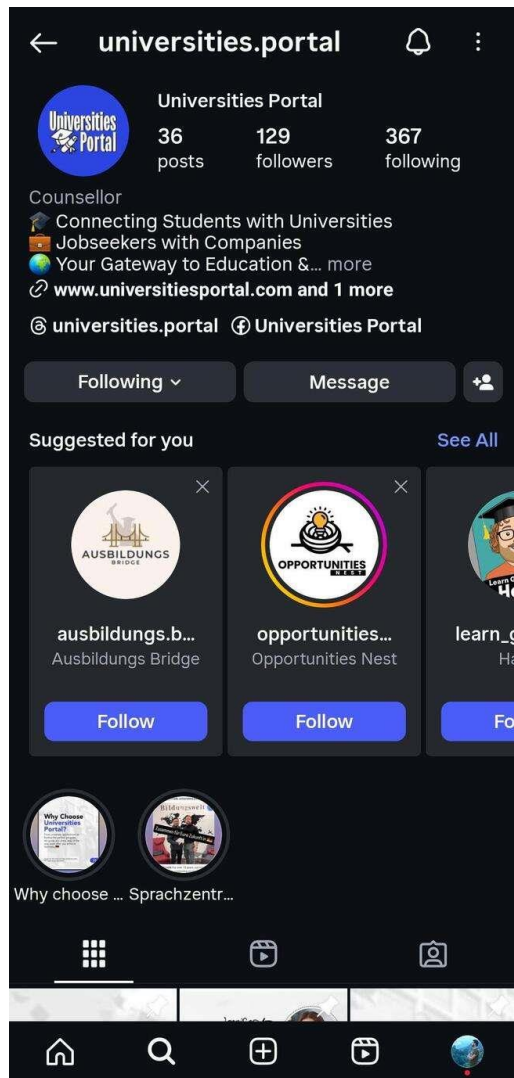


hurr_abbas05 1s
Interested for Germany scholarships
Reply



What do you think of this?







IAU Institute for American Universities

IAU is an American institution of higher education located in France, Spain, Italy, and Morocco.

Higher Education • CEDEX 1, Aix-en-Provence
5K followers • 3K alumni

Message ↗

✓ Following



Home About **Posts** Jobs Alumni

All Images Videos Articles Documents

IAU Institute for American Universities reposted this

 **Yumna Masarwa, Ph.D** • 3rd+ [+ Follow](#)
Dean, The School of Art American ...
2d • 🌐

A [#gallery](#) tour in [#Aix-en-Provence](#) on the morning of 19 June 2025 with professor and printmaker [leslie koptcho](#) of [Louisiana State University](#), who is a [#resident](#) ... more





scholarships



JUNE SCHOLARSHIPS

American College Foundation		
Visionary Scholarship	June 1	
CLLCF Scholarship	June 1	
JASNA Essay Contest	June 2	
Stuck at Prom	June 4	
Ocean Awareness Contest	June 9	
Abbott & Fenner Scholarship	June 10	
Ethel Hayes Destigmatization		
of Mental Health Scholarship	June 13	
Big Sun Scholarship	June 19	
Desire to Inspire Scholarship	June 20	
Black Skeptics of		
Los Angeles Scholarship	June 20	
Digital Privacy Scholarship	June 30	
Courage to Grow Scholarship	June 30	
Delete Cyberbullying Mental		
Health Awareness Scholarship	June 30	
Courage to Grow Scholarship	June 30	



Destination College
Advising Corps



Early Academic
Outreach Program

Comments



[UCLA Early Academic Outreach Program scholarships](#)



hurr_abbas05 2s

Eligible criteria for this scholarship

Reply



from2to6 2w

[@octap.us](#)



Add a comment...





Study in Korea

Comments



hurr_abbas05 1s

Provide the link of this amazing scholarships

Reply



irimshaabid 15w

Is it really true that government bear all expenses?? Are there any more expenses to live there ?

Reply



1



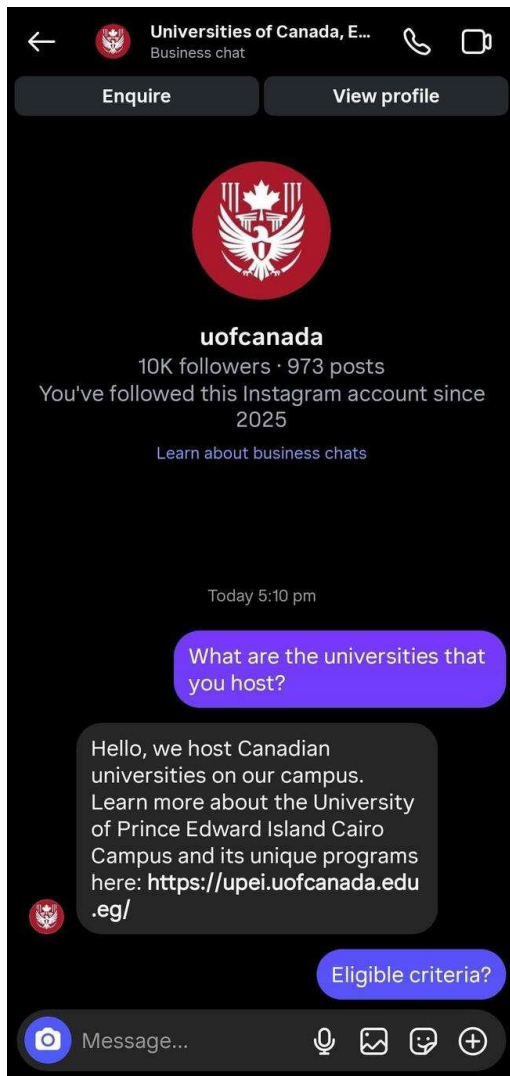
btsfan7960 50w

Can you plzz tell me how to apply



Start the conversation...







Posts

1/5

Why Choose Universities Portal?

From university applications to finding the perfect program, we guide you every step of the way, even after you arrive in Germany 🇩🇪

Swipe to see how we help students make the right study decisions



Comments



hurr_abbas05 8s

What are eligible criteria of the University?

Reply





FULLY FUNDED

**12-MONTH GRADUATE
PROGRAM IN SAUDI ARABIA**

BACHELOR'S AND MASTER'S DEGREE
HOLDERS CAN APPLY

BENEFITS:

- MONTHLY SALARY
- PROFESSIONAL DEVELOPMENT
- GOSI REGISTRATION
- PAID LEAVE
- MEDICAL INSURANCE (TRAINEE + FAMILY)
- HOUSING & TRANSPORT ALLOWANCE

Comments

KAPSARC Graduate Development Program details



hurr_abbas05 2s

What course offered by Saudi government?

Reply

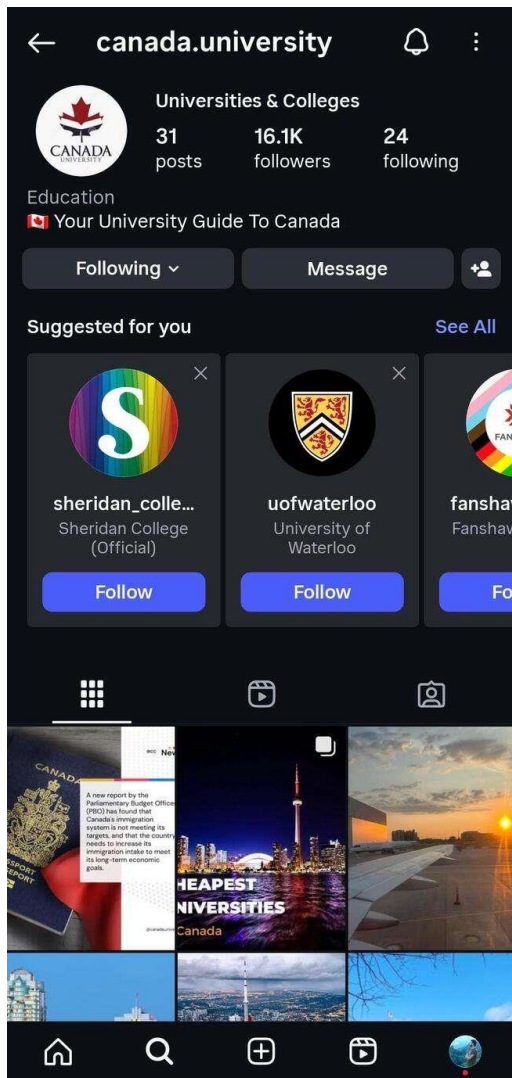


a2 hdm 2w





Add a comment...



HASHTAG RESEARCH DOCUMENTS

1	HASHTAG	PLATFORM	CATEGORY	POPULARITY
2	#Education	Instagram	Broad	High
3	#StudentLife	Twitter	Niche	Medium
4	#StudyInGermany	LinkedIn	Niche	Low
5	#CollegeTips2025	TikTok	Branded	Rising
6	#PlatformNameTips	Instagram	Branded	Depends
7	#UniversityLife	Instagram	Broad	High
8	#OnlineLearning	LinkedIn	Broad	Medium
9	#CampusVibes	Instagram	Niche	Medium
10	#ScholarshipAlert	Twitter	Niche	Low
11	#ExamSeason	Instagram	Niche	Medium
12	#StudyAbroad	LinkedIn	Niche	Medium
13	#CollegeHacks	Twitter	Niche	Medium
14	#Admissions2025	Instagram	Niche	Rising
15	#FreshersWeek	Instagram	Niche	Medium
16	#GlobalEducation	LinkedIn	Broad	Medium
17	#BackToCollege	Twitter	Niche	Medium
18	#CareerGoals	LinkedIn	Niche	High
19	#VirtualClassrooms	LinkedIn	Broad	Medium
20	#InternshipTips	Twitter	Niche	Medium
21	#AcademicSuccess	Instagram	Broad	High

The Detailed Summary of what we have learnt from this assignment:

Through this assignment, we gained a clear and practical understanding of how content plays a crucial role in social media marketing. We explored how to create platform-specific content, learning to draft engaging captions and post ideas tailored for both Instagram and LinkedIn. This helped us see how different platforms require unique approaches to connect effectively with their audiences.

We also discovered the importance of designing Instagram Stories with interactive elements, which can enhance audience engagement and encourage meaningful interactions. This taught us how creative tools and thoughtful design can make content more appealing and dynamic.

Another key learning was how to research and use hashtags strategically. By creating a hashtag research document, we understood how hashtags can expand reach and how categorizing them by platform, topic, and popularity can help target the right audience at the right time.

Finally, the engagement report exercise highlighted the value of interacting directly with relevant university pages. By following, engaging, and documenting our interactions, we practiced genuine social media engagement and saw how consistent and thoughtful communication builds stronger connections online.

Overall, this assignment provided a hands-on experience in creating, strategizing, and interacting in the social media space, equipping us with practical skills for effective digital marketing.