

Recommended Monthly Content Strategy

Team 1

Glimpse Marketing Insights & Innovation Virtual Internship

Content



1. Overview of Past Performance

2. Key Learnings

3. Goals for Next Month

4. Weekly Content Schedule

5. Post Formats & Hashtags

6. Conclusion



Overview of past Performance

Strategic scope and objectives



Campaign Scope & Deliverables Overview

Objective: Drive awareness and engagement through **influencer marketing** and **student-focused digital content**.

Target Platforms: Instagram, LinkedIn, University Communities

Core Deliverables:

- *Curated influencer list with outreach strategy*
- *Giveaway & interactive campaign plan*
- *Instagram & LinkedIn content packs*
- *Hashtag research & competitor analysis*

Execution Summary



Key Activities & Content Development

- Shortlisted **10+ micro-influencers** (students, travelers, organizers)
- Developed personalized outreach **templates** (DM & email)
- Planned and outlined ***“Campus Creator Giveaway”*** campaign

Produced:

- *3 IG captions + 3 interactive IG stories*
- *3 LinkedIn post drafts*
- *2 branded post templates (IG & LinkedIn)*

Results and Insights



Performance Highlights & Learnings

- * Engaged with **10+ university pages** through strategic commenting*
- * Maintained **3-4 posts/week across platforms** via structured calendar*
- * Created categorized **hashtag sheet** (20+ tags by topic & popularity)*
- * Conducted **competitor** benchmarking (2-3 accounts)*
- * Achieved improved consistency in **tone, engagement, and visual identity***



Key Learnings

Understanding the Power of Social Media



- ✦ Learned to **analyze engagement** metrics like likes, shares, and comments to see what content attracted the most interest.
- ✦ I discovered that **consistency is key** to keeping an **audience engaged** and maintaining a professional **brand image**.



Brand Before & After social media

- ✦ Realized that **creativity must align** with the brand's goals.
- ✦ Improved skills in **organizing** and **planning content**.

Growing as a social media Intern



Adapting to fast changing trends

I learned that social media trends change rapidly, and staying updated is key to staying relevant. Adapting strategies to include current topics helped keep our content fresh and engaging.



Teamwork & Communication

Collaborating with my team taught me the value of sharing ideas openly and accepting feedback. Strong communication made our projects smoother and more successful.

Mastering practical Tools

I gained hands-on experience with tools like Canva, Meta Business Suite, and analytics platforms that boosted my efficiency. These tools helped me design, plan, and measure content professionally.



Weekly content schedule

Day	Platform	Time	Content Type	Tools/Design
Monday	LinkedIn	10:30 AM	Infographic	Canva-designed infographic
	Instagram	7:00 PM	Photo/Video/Carousel	InShot / CapCut
Wednesday	LinkedIn	10:00 AM	Testimonial	Canva
	Instagram	7:30 PM	Reel	InShot / CapCut
Friday	LinkedIn	10:30 AM	News Report	Text post with headline
	Instagram	8:00 PM	Story (Poll/Q&A/quizz)	Instagram App



Next Month Content Strategy



Next Month's Content Strategy

Objectives

- Establish thought leadership in the education sector
- Build engagement with educators, learners, and parents
- Drive traffic to educational resources and increase community interaction

Target Platforms

- LinkedIn: Professional insights, educational policies, teacher leadership
- Instagram: Visual storytelling, reels on learning tips, student life
- Facebook: Community posts, event promotion, long-form discussions

Primary Goals

- Increase follower engagement by 30%
- Boost post reach and save on Instagram by 25%
- Drive more meaningful conversations on Facebook
- Position the brand as a trusted education voice on LinkedIn

Weekly Content Breakdown

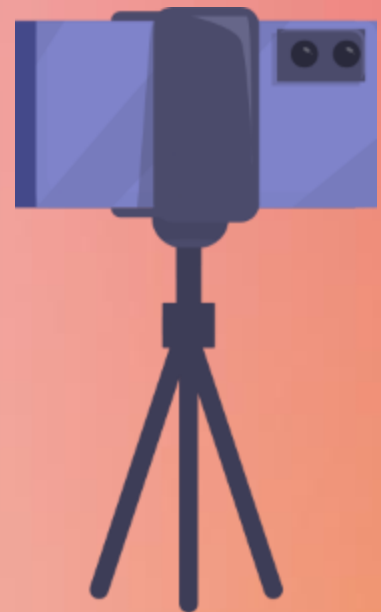
Week	Theme	Content Types	Platform
Week 1	Back-to-School Prep	Carousel (Study Tips), Reels (Stationery Hocks), "Get Ready	IG, FB, Blog
Week 2	Digital Learning & Literacy	Infographic, Reels: "How to Use AI Tools" Article: "Top EdTech	IG, LinkedIn, FB
Week 3	Education Equity & Access	Quote Post, Story Polls, Blog: "Bridging the Learning Gap"	IG, FB, LinkedIn
Week 4	Student Mental Health & Motivation	Testimonial Reels, Carousel (Study-Life Balance), Expert Talk (Mental Wellness)	FB, IG, LinkedIn, YouTube



Post formats & Hashtags



Post Formats



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🎓 Post Formats for Study Abroad & University

Marketing:

📺 Reels / Short Videos (15 - 30 sec)

- Campus life, scholarships, student vlogs

📷 Carousel Posts

- Title + Benefits (Jobs, Visa, Cost) + CTA

📷 Static Post

- Testimonials, fees, courses, intakes

🗣️ Instagram Stories / Story Polls

- Yes/No Qs, visa process, fairs




🎤 Live Q&A / Webinar Teasers

- Alumni/consultants + “Ask Me Anything” sticker



Hashtags



 Education	 Country-Specific	 Travel & Agency
<p>#StudyAbroad</p> <p>#GlobalEducation</p> <p>#UniversityLife</p> <p>#StudentAbroad</p> <p>#HigherEducation</p> <p>#CampusVibes</p> <p>#StudyTips</p> <p>#AcademicJourney</p> <p>#CollegeBound</p> <p>#LearningEveryday</p> <p>#AcademicSuccess</p>	<p>#StudyInUSA</p> <p>#StudyInUK</p> <p>#StudyInCanada</p> <p>#StudyInGermany</p> <p>#StudyInAustralia</p> <p>#StudyInEurope</p> <p>#AmericanEducation</p> <p>#USAScholarships</p> <p>#IvyLeagueDream</p> <p>#MBAInFrance</p> <p>#FashionSchoolParis</p>	<p>#TravelToLearn</p> <p>#LearExploreGrow</p> <p>#StudentTravel</p> <p>#StudyAnd Travel</p> <p>#CulturalExchange</p> <p>#EducationWithoutBoaders</p> <p>#AcademicTravel</p> <p>#YouthTravelSolutions</p> <p>#TravelWithPurpose</p>

Conclusion



This content strategy is designed to strengthen Glimpse's online presence by building consistency, improving engagement, and tailoring content to platform specific audiences. By focusing on data driven insights and aligning our content with audience interests, we aim to boost reach, interaction, and overall brand trust in the coming month. Consistent execution and regular performance reviews will be key to achieving our goals.