

#AlgomaUAbroad

HOW TO TELL YOUR STORY ON SOCIAL MEDIA



Hey there, Adventurous Algoma U Student!

Get ready to embark on an unforgettable journey of discovery!

This guide will equip you to capture and share your amazing experiences abroad with the world through social media.

You'll become a digital ambassador for Algoma U, inspiring others to take the plunge into the world of exchange programs.







PART 1: **BRAINSTORMING YOUR GLOBAL ADVENTURES**





Activity 1: Brainstorming!

Think about all the incredible things you'll experience during your exchange program! What are you most excited to see and do?

- Life at Your Host University: What's your campus life like? Unique classes, extracurricular activities, student life?
- Exploring Your Host City: Museums, historical sites, cultural events, hidden gems? Will you be participating in any local festivals or traditions?
- Global Citizen Moments: Experiencing new cultures, trying new foods, learning a new language? Facing any funny challenges adapting to a new environment?

Activity 2: Planning Your Posts

Now, let's translate those ideas into engaging social media posts! Fill in the chart below:

	Platfor
(Insta	igram, Facebo

m	Content Idea	Type of Content
ook, etc.)	(e.g., Conquering My First Metro Ride)	(photo, video, Story)



PART 2: CAPTURE COMPELLING CONTENT



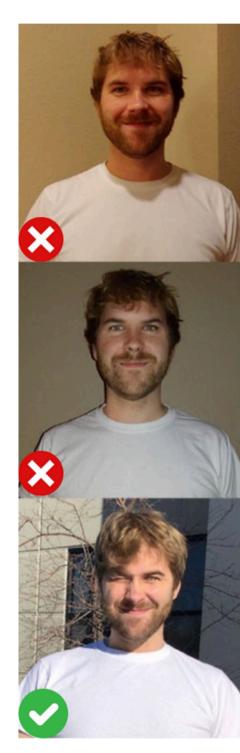


Your smartphone is your window to the world!

Your smartphone is your window to the world! Here are some tips for creating awesome photos and videos:



- For photos: Find good lighting!
- For Videos: Keep them short and sweet!
 Hold your phone horizontally for stable video.





Good lighting makes you look good



Pro tip!

Think about composition (avoid placing your subject in the center). Try different angles to make things interesting.

Turn on the camera grid view on your mobile phone! Watch the tutorial here: <u>Android</u> | <u>iPhone</u>



Not good. Body is cropped.

Not good, not bad. Just okay.









Perfect. Body in full view while giving the background an ample view

Definitely not.



PART 3: **SOCIAL MEDIA 101**





Let's navigate the exciting world of social media and share your journey!



Tag Algoma U! We'd love to feature your experience! Use the following tags

- @ AlgomaU
- @ AlgomaUStudentLife

Hashtags: These are like keywords that help people find your posts. Use relevant hashtags like

- #AlgomaU
- #AlgomaUAbroad
- #StudyAbroad
- and location-specific hashtags.

Don't overdo it!



Captions: Tell a story! What's happening in your picture or video? Add a fun fact or ask a question to engage your followers. Keep it concise and interesting.



PART 4: **LET'S GET POSTING!**



Sample Content Ideas

Check out the sample calendar for post ideas throughout your exchange program.

Algoma U Shoutouts

We'll be showcasing the great student content on our official social media channels! Tag@algomau in your posts and use the hashtag #AlgomaUAbroad



Sample Social Media Content Guide (Algoma U Exchange)

and interests!

Platform (Inst Facebook, etc

nstagram

Facebook

Twitter

nstagram Sto

(Optional) Vide Blog/Article

<u>Click here to make a copy of</u> sample Social Media **Content Guide**





This is a suggestion to get you started. Feel free to adapt it to your specific exchange program

stagram, tc.)	Content Idea (e.g., Conquering My First Metro Ride)	Type of Content (Photo, Video, Story)	Sample Photo/Video Ideas
	First Day at [University Name]!	Photo	Panoramic shot of your university campus.
	Trying Local Food!	Photo	You enjoying a new local dish at a restaurant.
	Learning to Say "Hello" in [Language]!	Short Video	You attempting to speak a greeting in the local language.
ory	Exploring a Local Market	Video Montage	Sights and sounds of a bustling market.
leo	Reflections on My First Week Abroad	-	•



PART 5: BONUS SECTION CONTENT CREATION CHALLENGES!



Feeling creative? Try these daily challenges to push your content creation skills. (Optional)

- Day 1: Capture the essence of your "Host (🗸 University Life" in a photo.
- Day 2: Create a "Day in the Life Abroad" video (🗸) story.
- Day 3: Document a "Cultural Exchange" (🗸) experience (food, traditions, etc.)
- (✓) Day 4: Share your favorite "Hidden Gem" in your host city.

Remember, you're the star of your Algoma U adventure abroad! Have fun capturing and sharing your experiences!

We hope this guide empowers you to become a social media champion for Algoma U!



Exchange)

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(Optional) Vide log/Article

<u>Click here to make a copy of</u> sample Social Media **Content Guide**



Sample Social Media Content Guide (Algoma U

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THANKYOU! HAVE QUESTIONS? EMAIL GOABROAD@ALGOMAU.CA