

# #AlgomaUAbroad

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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:

Platform	Content Idea	Type of Content
(Instagram, Facebook, 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: [Android](#) | [iPhone](#)



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!

1

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

- @ AlgomaU
- @ AlgomaUStudentLife

2

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!**

3

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

**Algoma UNIVERSITY**

**Sample Social Media Content Guide (Algoma U Exchange)**

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

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

[Click here to make a copy of sample Social Media Content Guide](#)



**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!**

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**THANK YOU!**  
**HAVE QUESTIONS? EMAIL**  
**GOABROAD@ALGOMAU.CA**