



I. SETTING UP YOUR CHANNELS

Create a business account for each channel (FB, IG, T, LI).
Add a bio, website, and profile picture to each.
Sync your contact list & follow friends/family.
Define your topics of interest for catered content.

Ed2Market Tip: Use a consistent handle name!



II. BATCHING YOUR CONTENT

Establish your niche in education.
Draft social media captions - 4x per content pillar.
Modify each post to match T's 280 character count.
Develop 10-15 #hashtags to rotate within each post.

Ed2Market Tip: Show your personality in your captions!



III. INVEST IN TECHNOLOGY

Create simple graphics in Canva for each post.
Browse free stock imagery like Unsplash or Pexels.
Invest in a scheduling platform and schedule all your content for the month in advance.

Ed2Market Tip: Hootsuite schedules 3 channels for free!



IV. ENGAGE WITH YOUR COMMUNITY

Set a 20 min daily reminder twice a day for engagement.
Like, comment, and share 5x-10x posts.
Reply to all comments, messages, and mentions.
Engage with a combo of 5x new accounts & 5x friends.

Ed2Market Tip: Schedule engagement when you are most active on your mobile phone (i.e. lunchtime or after dinner).