



Sharing Your Travels and Growing Your Group Through Social Media



A best practice guide for ACIS Group Leaders



Keeping your students engaged is all about meeting them where they are, and in today's day and age, they're increasingly on social media. Don't consider yourself social media savvy? Not to worry. We've put together some top tips for maximizing the potential of social media for your trip, as you recruit your group prior to departure, on the road overseas, and after the group has returned home.

These are the best practices for using the top social networks, **Instagram**, **Twitter**, **Facebook**, and **TikTok** to help you feel comfortable and prepared to communicate effectively on social media.



Instagram

[Come Follow Us: @ACISTOURS](#)

Instagram is a great place to document your trip photos and videos as they happen in real time – and parents love to see what the kids are up to on tour!

Start a Group Travel Account: If you don't want to post from your personal Instagram page, create an account [specifically for that year's trip](#) or your school's [overall travel program](#).

Create a Group Hashtag: Make your own group specific hashtag ([#HighlandersEnFrance](#) or [#SHSIItalyGreece19](#) for example) and let students know this is your group's "official" hashtag to be used in photos. This is a great way to help students and parents find your photos easily and quickly.

Pro-Tip: Make the official hashtag the same across Twitter and Instagram so it's easy to find photos on each app.

TAG @ACISTOURS FOR A RESHARE

We love resharing photos and videos of students on the road when we can!

If your school permits social media of students, remind your students that they can submit photos for potential reshare in 2 ways:

- Tag @acistours if they have public accounts
- DM the acistours inbox if they have private accounts



[Come Follow Us: @ACISstours](#)

Twitter is another excellent space to share real-time photos of your tour, and hashtags can help organize your photos into one easy-to-view feed.

Public or Private:

If this Twitter presence is public, your posts will be visible to anyone who looks up your page – whether or not they have a Twitter account. If you make your twitter profile private, people will have to request to follow you to see your tweets, and they must have a twitter account to do so. It's your decision, but a public Twitter presence will most likely work best for showcasing pictures and updates on the trip itself – keeping in mind that this is PUBLIC.

Create a Group Travel Account: What you create for your student travels should be professional as well as fun, but know that your audience includes parents, colleagues and students.

Get Inspired: Educators from all around the world use Twitter as a professional resource. If you're new to the platform and looking for accounts to follow, dive into the #edchat and #teachers hashtags to get connected

Hashtags: Just like on Instagram, a group hashtag will collect all of your trip photos and videos in one place. You can make it trip specific like [#westerneuropa22](#) or if you've traveled on multiple trips, a hashtag like [#ReynoldsTravelGroup](#) will collect all media from all trip photos tagged across the years.

Twitter also [offers guidelines for teachers on twitter](#) in case privacy is a concern.



Facebook

[Like Our Page: ACIS Educational Tours](#)

[Join the ACIS Travel Community:](#) This community is just from Group Leaders and is a place to ask questions, get inspired for upcoming trips, and network with other educators.

Use code ACIS LOVES TRAVEL when requesting to join and remember: This is meant to be just for educators!

Private Facebook Groups for Your Tour

When deciding to use social media as a medium to communicate with students and parents, some teachers may be hesitant to connect their personal social media presence with students. Instead of “friending” students, teachers can create a private Facebook group to document the trip’s upcoming plans and travels, without having to connect their personal Facebook with students’ pages.

Be sure to select “closed” as your privacy option. This will create your group and keep it private, so that only group members can see the information shared



[Come Follow Us: @ACISTours](#)

Tag Us In Your Videos: Let us know when you’re on the road! We would love to duet your videos.

Stitch Our Prompts: We are always asking questions for the travel community - How early do you get to the airport for international travel for example? Stitch your responses with our videos and we may reshare!

Using Social Media Before, During and After Your Educational Tour:

Social media is a fantastic place to engage your most enthusiastic participants and can be an excellent recruitment tool for future travelers.

Here’s what we recommend for each stage of your travel:

Before the trip:

- **Follow ACIS Tours @acistours on Facebook, Instagram, Twitter and TikTok!** We love to highlight photos from the trips, which may help your students get excited for the adventure ahead!
- **Use social media as a group recruitment tool**
 - **Create a group on Facebook or Instagram for sharing important trip details** - With everyone’s increased connectivity online, it’s easy to grab a post link and share

information rather than printing off sheets for distribution. You are also more likely to have a student share a social link than a paper form, so keeping info updated here is key for generating buzz!

- **Share photos from the destinations you will be visiting** - You can find beautiful free stock images online that will get everyone dreaming of travel. If you're a more experienced group leader, use some of your past trip photos to reinforce the joy and excitement that comes with a tour abroad. Food pics are particularly enticing!
- **Start a countdown** – You can build enthusiasm for your trip even if it's more than a year away! [Many teachers include countdown posts](#) as part of their recruitment process – And it's always fun to [see the digits dwindle down](#) to a handful of days.
- **Use social as a conversation generator** – Before the trip even begins, kick off the recruitment process with questions designed to pique interest.
 - “What are you most excited to eat in France?”
 - “Which museum are you dying to see – The Louvre or The Prado? We're seeing both!”
- Once the trip is ready to take off, you can use it as an inspiration builder and a key place for trip updates
 - Reiterate important dates and deadlines as well as other important information
 - Email parents with links to Facebook group, Twitter or Instagram hashtags that will be the “official” group social media presence. Remind students to tag their pictures/status updates/tweets with the hashtag.

During the trip:

- **Tag @acistours in your Instagram, Twitter and TikTok photos and videos for a feature on our feed!**
- If you decided a private Facebook group was your best bet, keep in mind that you'll most likely be in charge of updating the group page while on the trip. Commit to a once a day post (where WiFi is available, of course) so that parents and travelers can be kept in the loop.
- Here are ideas for Facebook status uploads:
 - Take class photos
 - Chronicle adventures in dining
 - Where did your tour take you today?
 - What was unusual? What was exciting?

After the trip:

- Your Twitter and Instagram hashtags are searchable! Example: Click the [#shsitalygreece19](#) hashtag on Twitter or Instagram and see the flow of pictures that appear!
- Recap and save these images or future trip recruiting!
- Did you have a great time? Consider nominating a student for a traveler spotlight on the ACIS blog, where their pictures can be featured as well!