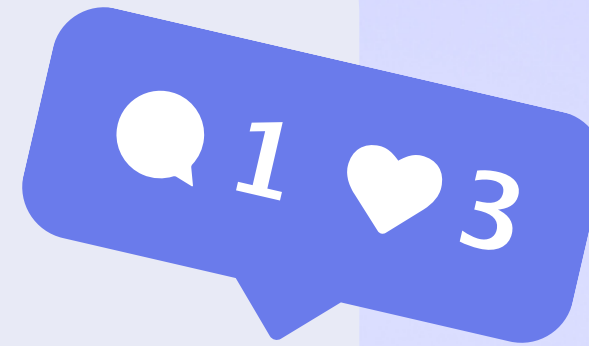
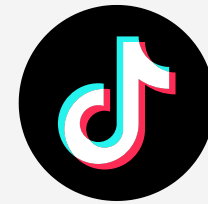


TikTok to LinkedIn: **Social Media Strategies for Recruiting Students**

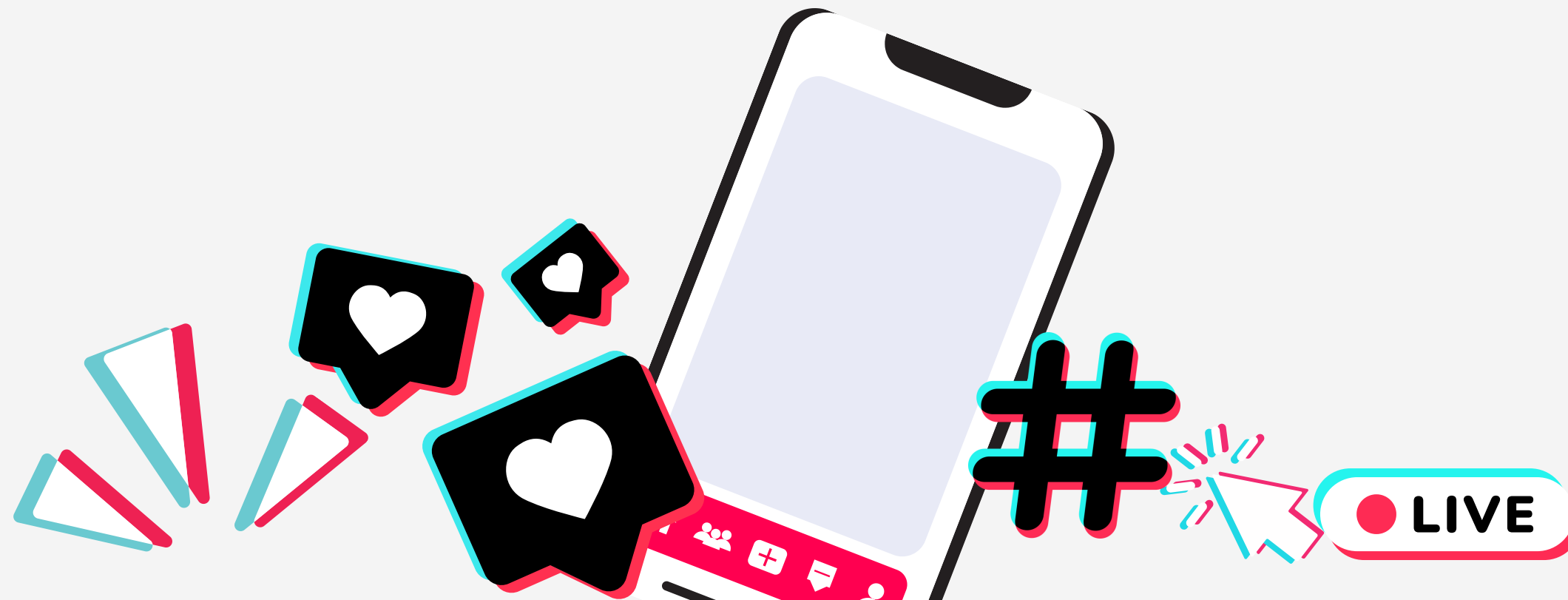
CONTENT TIPS & INSIGHTS



T I K T O K



How are you using TikTok to boost campus branding?



With TikTok, the algorithm doesn't care how many followers you have. Your first video could reach 100,000 people if it resonates.

*Traditional social media like Facebook prioritizes followers, while TikTok prioritizes **engagement**.*

This levels the playing field for universities of all sizes with all sizes of social media followings.



11 easy content ideas for your campus TikTok

- **POV: You're a (major) at our school**

What's trending right now? 'POV' videos are everywhere. Instead of trying to create original formats, take what's trending and make them relevant to your campus. 'POV: You're a biology student at our university' works because it combines familiarity with authenticity.

- **'Things I wish I knew before university'**

😬 Nervous about starting University? You're not alone! 'First year student (name)' shares 4 things she wishes she knew before starting uni.

- **'My degree in 30 seconds'**

Let students tell the story of your course content, rather than relying on prospect students to check all of the program details on your website. 'My typical week consists of XX lectures, what's coming up this semester, I could pick between 'these classes', what I enjoy most.'

CONTINUES NEXT PAGE...

QUICK TIKTOK IDEAS

- **Homesickness and adjustment stories**

- **'My day in 60 secs' university edition**

- **Quick study hacks / exam tips**

- **Financial aid breakdown with process**

- **First-generation student stories**

- **Rate our campus food**

- **'Caption this' contest**

- **Mental health and wellness tips**

Adapting TikTok for different regions & contexts

N O R T H A M E R I C A & E U R O P E

- Heavy focus on authenticity and humor
- Strong UGC emphasis
- Mental health and wellness content resonates
- Seasonal content and entertainment-first content

A S I A P A C I F I C

- Higher emphasis on academic excellence and career preparation
- Visual aesthetics and production quality matter more
- K-pop and trending audio heavily used
- International student experiences highlighted
- Group activities and community featured prominently





M U L T I - C A M P U S U N I V E R S I T I E S

- Create central account with satellite accounts for each campus
- Balance global messaging with local relevance
- Feature cross-campus student experiences
- Highlight unique aspects of each location

I N T E R N A T I O N A L A U D I E N C E

- Translate key information videos
- Feature international student testimonials
- Explain visa, housing, and practical logistics
- Showcase diversity and inclusion
- Create timezone-friendly posting schedule

Reusing TikToks for...



Y O U T U B E

- Compile weekly TikTok highlights into longer videos.
- Create behind-the-scenes compilations.
- Develop longer versions of popular short videos.
- Build YouTube channel for evergreen content.



W E B S I T E I N T E G R A T I O N

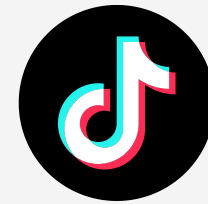
- Link to TikTok from your admissions website.
- Embed popular TikToks on landing pages.
- Create TikTok-exclusive contest and challenges.
- Direct traffic back with CTAs in video descriptions.



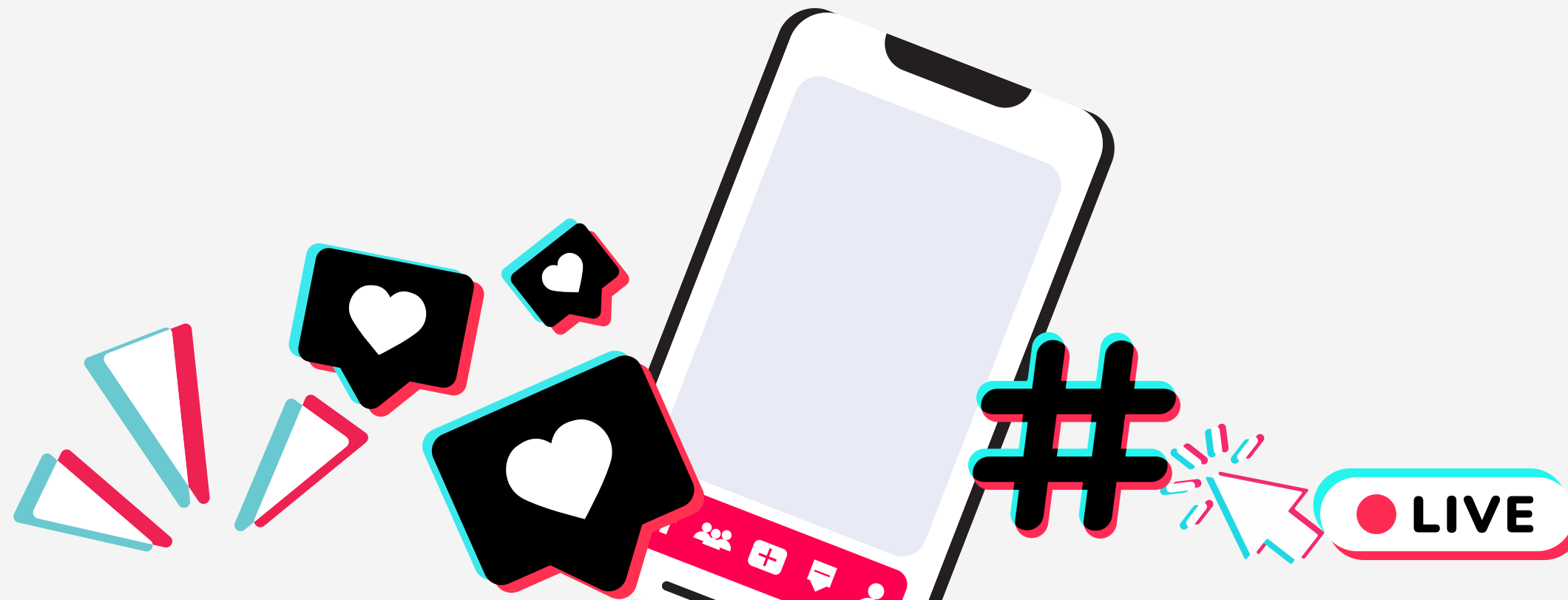
I N S T A G R A M R E E L S

- Reuse on Stories.
- Adapt content for Instagram's more polished aesthetic.
- Use TikTok trends slightly later on Instagram.
- Instagram features longer videos, so extend some content.

T I K T O K



Is it worth investing in TikTok ads?



Getting the most out of TikTok ad types

In-feed ads

- These ads appear in a user's "For You" feed, offering an organic feel
- Universities can use this format to showcase campus life or promote key academic programs
- Boosts awareness

Influencer collabs

- Partner with TikTok influencers or student ambassadors to amplify your message
- Influencers can share authentic stories about your institution

TopView ads

- Guarantee high visibility
- Good for announcements e.g. application deadlines, new programs, open days

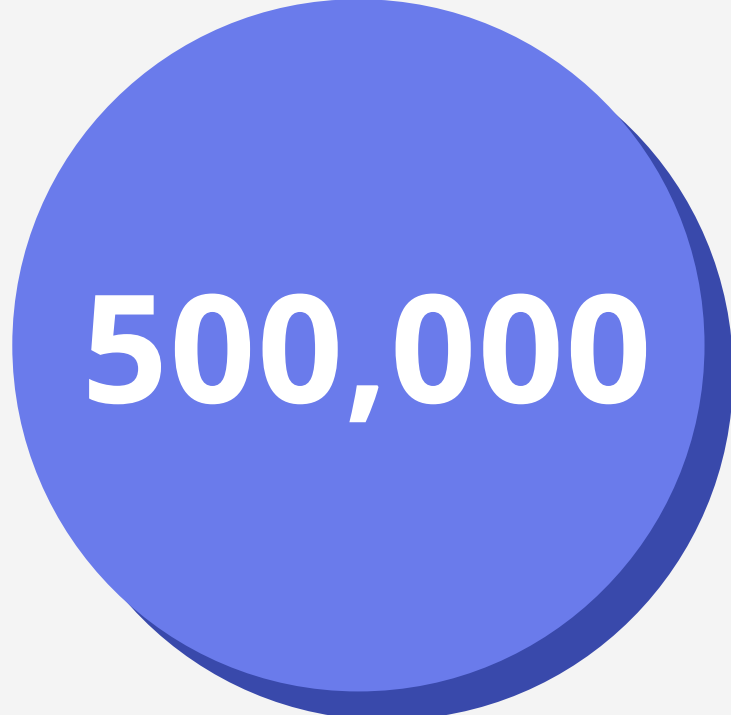
What works well on TikTok?

- Authenticity through student voice
- Short-form videos that look like regular TikTok content
- Full-funnel strategy; campaigns that aim for conversions, not just awareness
- Having a good content **mix**

Need help with TikTok? We've got it covered with Keystone Ad Campaigns.

- No need for your own TikTok account – let our experts manage your paid campaigns
- Promote in all available countries to boost your reach
- Benefit from Premium and Spark ad formats to optimize lead conversion

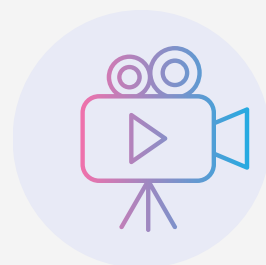
Contact marketing@keg.com for more info



500,000

Average impressions per
Keystone campaign on
TikTok.

U G C



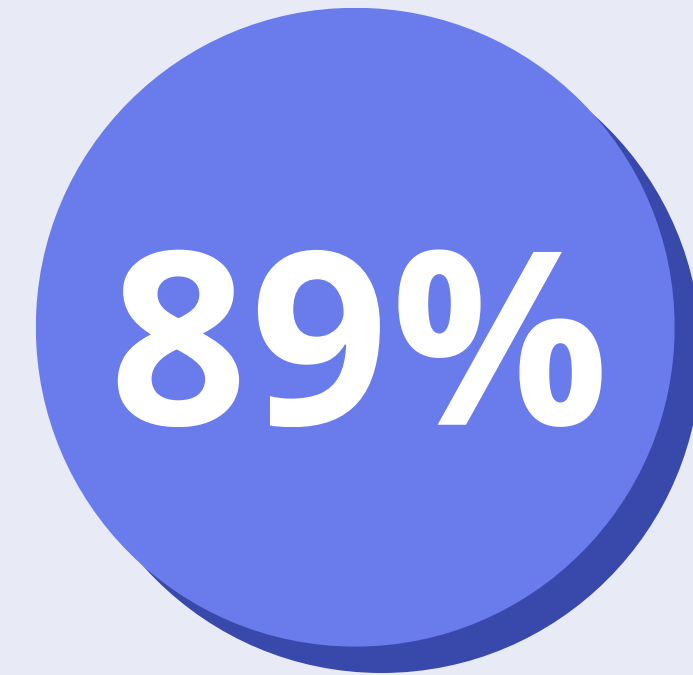
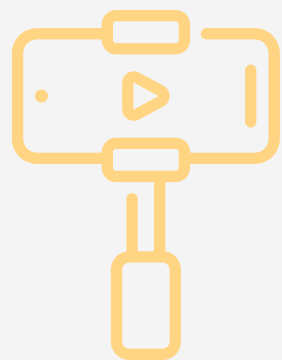
**What percentage of
your content is
student generated?**



UGC: Not just a 'buzzword'

The phrase 'UGC' gets thrown around a lot, but it matters: when a prospective student sees their peer saying 'I love my university,' that's infinitely more convincing than your official account saying it.

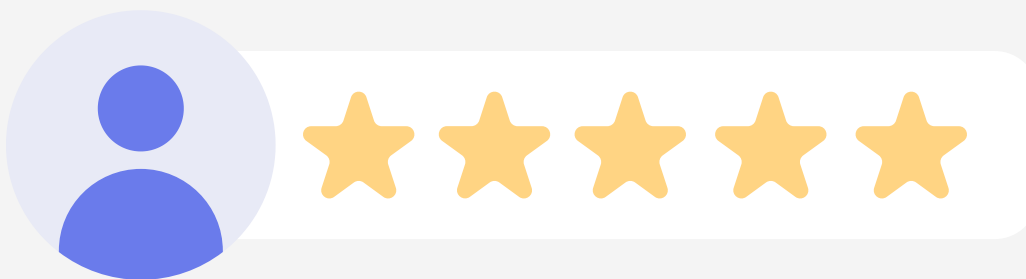
You can't fake peer credibility. Invest in making it easy for students to create and share content.



of students are actively seeking college-related content (student vlogs, campus tours)

**Manaferra's State of College Search 2025*

What about student reviews of your university?



82%

of students said they take reviews into consideration

**Keystone's State of Student Recruitment report 2025*

DEALING WITH NEGATIVE REVIEWS:



Dr Jordi Robert-Ribes
Founder, Eduopinions

If you get a negative review, deleting it is the wrong response. You should want a negative review every now and again - you don't want only five stars. Generation Alpha, Gen Z, and even millennials, don't trust when it is only five star reviews and Gen Alpha want trust. Instead of deleting it, draft a great reply highlighting the good parts from the review.

Students trust their peers, and their peers' experiences, more than what marketing and communications teams are saying.

L I N K E D I N & F A C E B O O K



Is it still worth posting on LinkedIn and Facebook?



It is audience dependent...

While LinkedIn may not be the top priority in your social media strategy, it does have an influence in study choice – especially at PhD.

At Bachelors level, YouTube is the most influential channel, with Instagram a close second.

Which channel has the most influence on your study decisions?

					
Bachelor	27%	27%	17%	14%	15%
Master	24%	18%	17%	32%	9%
PhD	18%	9%	14%	55%	4%

**Keystone's State of Student Recruitment report 2025*

REPURPOSING YOUR TIKTOK AND INSTAGRAM CONTENT FOR:



F A C E B O O K

- Adapt messaging.
- Useful for reaching parents and alumni.
- Share informational content more directly.
- Leverage Facebook for event promotion.
- Crisis communications.



L I N K E D I N

- Repurpose academic and career content.
- Create professional versions of student success stories.
- Share recruitment event highlights.
- Highlight alumni career trajectories.





I M P A C T



Measuring impact of your social media campaigns

How to measure recruitment impact:

- Create tracking mechanism
- Custom landing page URL for TikTok promotions
- QR code on videos linking to application
- Survey new applicants about their information sources
- Track TikTok users through your CRM
- A/B test messaging with TikTok-only audiences



of prospective students
use TikTok to research
universities or student life

****Times Higher Education Student Pulse, 2024***

C A L E N D A R



Your 2026 social media content calendar

SOCIAL MEDIA

2026 Content Calendar Ideas



August	September – October	November	December	January	February – March	April – May	June – July
Back-to-school features Move-in day! Orientation Clearing period (UK)	Campus life spotlight Freshers' Week (clubs fair, campus culture, first semester experiences) Erasmus / Study abroad intros Midterms	Thanksgiving away from home (potential events on campus for international students) Holiday planning	Exam stress Happy holidays Student volunteering Events for international students staying on campus	New Year Resolutions Finals prep Blue Monday – wellness-focused content 	Spring break Midyear check-ins Mental health awareness Careers Week	Exams season survival posts Internship announcements Graduation prep Happy holidays Earth Day (sustainability on campus)	Summer programs Alumni updates Recruitment seasons Year in Review posts



KEYSTONE

EDUCATION GROUP