

# Brand Promoter

## Guidelines

# Hello!

Together with your Brand Promoter friends, you will use your own channels on social media to inspire others to go on exchange.

In return, you will have the opportunity to continue to travel together with your Brand Promoter friends!

## What does it mean to be a Brand Promoter?

- Promote Educatius as a brand, talk about your exchange year on social media and earn trips!
- Earn a trip together with your Brand Promoter friends!  
(or gift cards from nice stores)
- Be the face of our brand, and an inspiration for other young people!

# To do

- Find your personal link (shared with you in this email). This is the link you will share with your followers.
- Start planning how to best recruit other students to go on exchange.
- Choose what channels you want to post on.
- Find your best strategy. Talking about your exchange or showing it through videos and pictures? It's up to you!

# What is required of you?

- Talk about your exchange year, and spread the word to others about why they should partake go on exchange
- Promote Educatius as a brand by tagging @educatiusgroup on Instagram, @educatius on TikTok and talking about Educatius on social media
- Providing a your personal link to prospective students

## Incentives

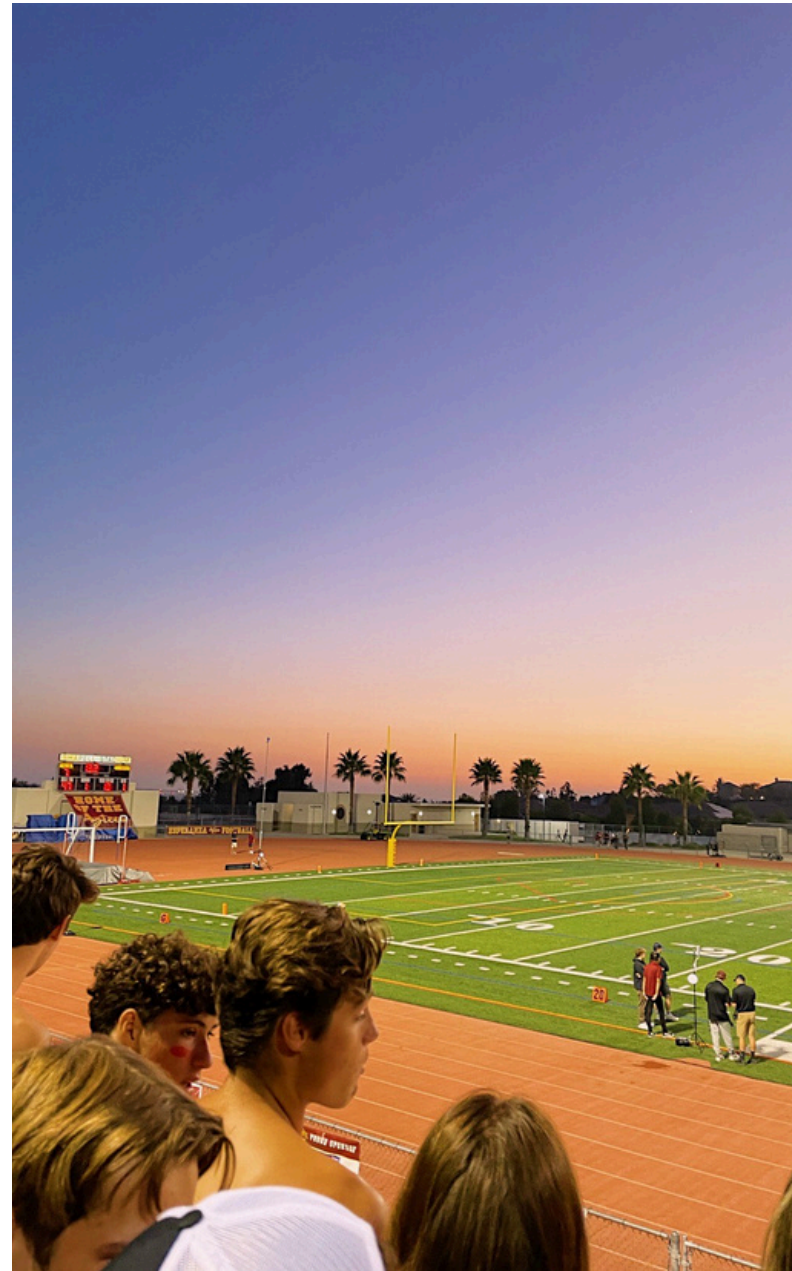
- You are rewarded with €20 through a booking through your unique personal link  
Note: The consultation needs to be held with parents
- You are rewarded with a trip if you recruit 3 students.  
If you cannot participate, you will be rewarded in gift cards.
- You are only rewarded if a new student books a consultation or exchange year  
Note: a new students is a student that is not yet a known inquiry for us



# Examples of what to show/ talk about on social media



Sports, clubs, activities



School & daily life



Friends & host family



## Topic ideas

- Why did you go on exchange and how did it change you?
- How it was like living with a host family. Host siblings, pets, house, first impression.
- Making friends. Give your best tips on how to talk to new people! Who became your friends?
- The city you lived in, the school you went to, subjects, activities, sports & other clubs.
- Culture differences, what you love most about the country you lived in

## How to use your socials

- TikTok: Talk to your followers, and reach new potential students
- Talk about your exchange year, what you liked and what surprised you
- Show “a day in the life” as an exchange student with videos from your life abroad
- Post photos from your exchange with text explaining your life and activities
- Create a Link tree to add relevant links
- Instagram: Talk to your followers on stories and provide a link to the “book a consultation” form
- Make in-feed posts and reels about your exchange, using your best footage and talk about your experience in captions.

# Remember

- Everyone's journey is different, make sure you talk about your own experiences. There is no right or wrong.
- Talk about your best moments, what you miss about your exchange and why you chose to do it. But also feel free to talk about challenges and how you overcame them.
- Have fun! Use social media to talk about your exchange year using your own ways, whether that is making a video with your favorite song, a TikTok trend or talking directly to your followers!

