



## DRIVE AWARENESS AND SUPPORT ENROLLMENT THROUGH SOCIAL MEDIA

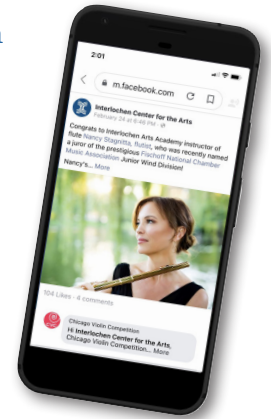
Social media is one of our most powerful tools to drive awareness of Interlochen and reach and connect with prospective students and families.

- Follow @InterlochenArts on [Instagram](#), [TikTok](#), [Facebook](#), [Youtube](#), and LinkedIn.
- Engage with Interlochen's posts on your own networks on Instagram, Facebook, and LinkedIn, with the following audiences in mind:

*Instagram:* Current and prospective students and families

*LinkedIn:* Alumni; current and prospective faculty and staff

*Facebook:* Current and prospective parents and caregivers



- In your own posts about Interlochen, share content from the [Interlochen website](#) with your followers, including news and features and program offerings. Also share mini-lessons by faculty on the [Interlochen YouTube channel](#).
- Use our hashtags:
  - #InterlochenArts
  - #InterlochenArtsAcademy
  - #InterlochenOnline
  - #InterlochenArtsCamp
  - #InterlochenBound
  - #InterlochenArtsFestival
- If an event takes place at Interlochen or is hosted by Interlochen, tag @interlochenarts.
- Post about upcoming Interlochen events, including [Interlochen Arts Camp Admission events](#), [Interlochen Arts Academy Admission events](#), and [Interlochen Online Admission events](#).
- Post about the creative process and how your students renew their focus and collaborate to transform their passion and potential into purpose. Share examples of your students' work (with their permission).
- Post about the accomplishments of people in your Interlochen community. Whether it's a student award or faculty honor, share these stories on social media.
- Post photos and videos that showcase the Interlochen campus and your experience there.
- Add your Interlochen affiliation to your social media bio.
- Consider taking part in [Webinars](#) about an Interlochen program. Email [social@interlochen.org](mailto:social@interlochen.org) to get involved.

**If you're not active on social media but would like to contribute content to Interlochen's main channels, including mini-lessons, we'd love to hear from you! Email [social@interlochen.org](mailto:social@interlochen.org).**