

Your Blackboard Learn App Social Media Toolkit

Best practices and content you can use to promote our mobile app for students.



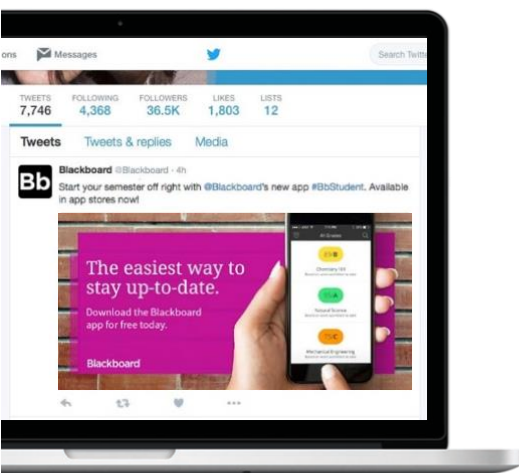
The Blackboard Learn app provides students with a modern, accessible mobile teaching & learning experience that allows them to access and interact with Blackboard Learn content anytime, anywhere.

This social media toolkit was designed to help you promote the Blackboard Learn app for students. This app was designed specifically with students on-the-go lifestyle in mind.

Here are a few quick tips to help you get started:

- Follow Blackboard: Stay up-to-date on Blackboard's latest news and announcements by following us on our social channels.
 - Facebook: [facebook.com/blackboard](https://www.facebook.com/blackboard)
 - Twitter: [@Blackboard](https://twitter.com/Blackboard)
- Share Blackboard's Content: Creating content to share on social channels can be time consuming, so we've already created some great content that you can use to promote Bb Student. Check out these resources and feel free to share them on your own social channels.
 - [Blackboard Learn app promo video](#)
 - [Images for social channels](#)
 - [Blackboard Learn app help site](#)
- Tag Us: Be sure to tag Blackboard in your social posts.

Ready to start sharing information about the Blackboard Learn app on your social channels? Use our examples below! These examples can be used as is, or modified to match your school's voice.



Twitter:

- Start your semester off right with @Blackboard Learn app for students. Available in app stores now!
- Get grades on the go with the Blackboard Learn app. Search "Blackboard Learn" in your app store & try it out today!
- Get Blackboard Learn on your phone with the Blackboard Learn app. Available in your app store now.
- Use Blackboard Learn anytime, anywhere with the Blackboard Learn app for students.
- Forgot about that deadline? Easily submit assignments from the Blackboard Learn app using @googledrive @dropbox & @onedrive

Instagram:

- Start your semester off right with @Blackboardinc's app for students. Available in app stores now!
- Get grades on the go with @Blackboardinc's student app. Search "Blackboard Learn" in your app store & try it out today!

- Get Blackboard Learn on your phone with their student app. Available in your app store now.
- Looking for an easier way to use Blackboard Learn? Download the Blackboard Learn app and access Blackboard Learn right from your phone.

Facebook:

- Get Blackboard Learn on your phone with the Blackboard Learn app for students like you. Available in your app store now.
- The @Blackboard app was designed just for students like you. With the Blackboard Learn app you can see an up-to-the-minute list of important

course activity and get real-time notifications when grades have been posted.

- We know that you juggle a lot as a student and that's not easy! Simplify your academic life by downloading the Blackboard Learn app today. The app gives you access to Blackboard Learn anytime, anywhere and you can even submit assignment on the go.

