



# Your Blackboard App Social Media Toolkit

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

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

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

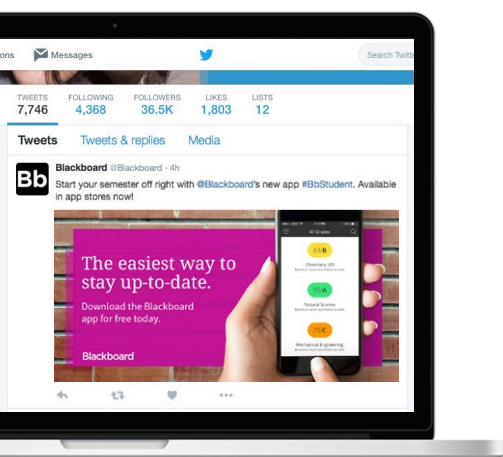
Here are a few quick tips to help you get started:

- **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 app promo video](#)
  - [Images for social channels](#)
  - [Blackboard app help site](#)
- **Tag Us:** Be sure to tag Blackboard in your social posts.

Ready to start sharing information about the Blackboard 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 the @Blackboard app for students. Available in app stores now! [upload social image]
- Use Blackboard anytime, anywhere with the Blackboard app for students. [upload social image]
- Get grades on the go with the @Blackboard app. Search "Blackboard" in your app store & try it out today! [upload social image]
- Forgot about that deadline? Easily submit assignments from the Blackboard app using @googledrive @dropbox & @onedrive
- Get Blackboard on your phone with the Blackboard app. Available in your app store now. [upload social image]

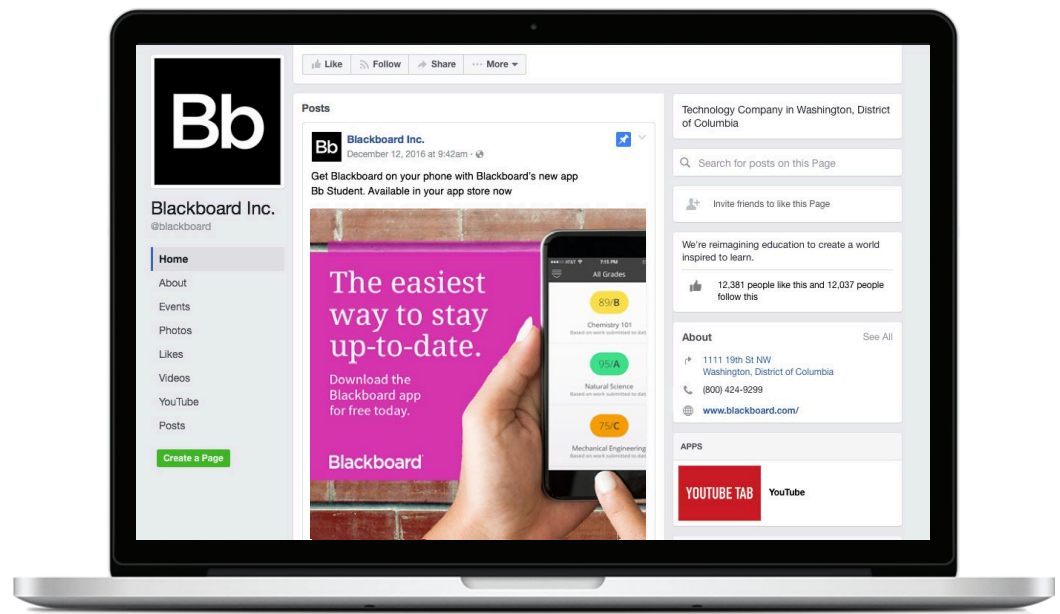


## Instagram:

- Start your semester off right with @Blackboardinc's app for students. Available in app stores now! [upload social image]
- Get grades on the go with @Blackboardinc's student app. Search "Blackboard" in your app store & try it out today! [upload social image]
- Get Blackboard on your phone with their student app. Available in your app store now. [upload social image]
- Looking for an easier way to use Blackboard? Download the Blackboard app and access Blackboard right from your phone. [upload social image]

## Facebook:

- Get Blackboard on your phone with the Blackboard app for students like you. Available in your app store now. [upload social image]
- The @Blackboard app was designed just for students like you. With the Blackboard app you can see an up-to-the-minute list of important course activity and get real-time notifications when grades have been posted. Check out this video tour: <http://bit.ly/2j0CiSn> [upload social image]
- We know that you juggle a lot as a student and that's not easy! Simplify your academic life by downloading the Blackboard app today. The app gives you access to Blackboard anytime, anywhere and you can even submit assignment on the go. [upload social image]



## Blackboard.com

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