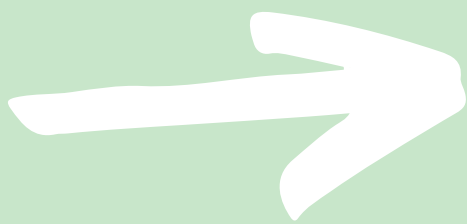# EXAMPLE ON HOW TO CREATE INTEREST VIA SHORT REELS AND HASHTAGS

This example is from an online university in Catalonia named UOC. Among their strategies, there is the aesthetics of their Instagram page, which is common, and the diversification of resources given in the posts.

In the post, there is an explanation of what is found in the video. Moreover, there are some hashtags related to the content that help to expand the range of people interested in content similar to the one in the post. The hashtag will enter the post in the group of similar characteristics and will amplify the target.

The reel itself talks about pedagogy, a recurring topic in higher education. It talks about how the pandemic has changed the view of the pedagogical methodology and how new methods have been introduced while the pandemic was going on.
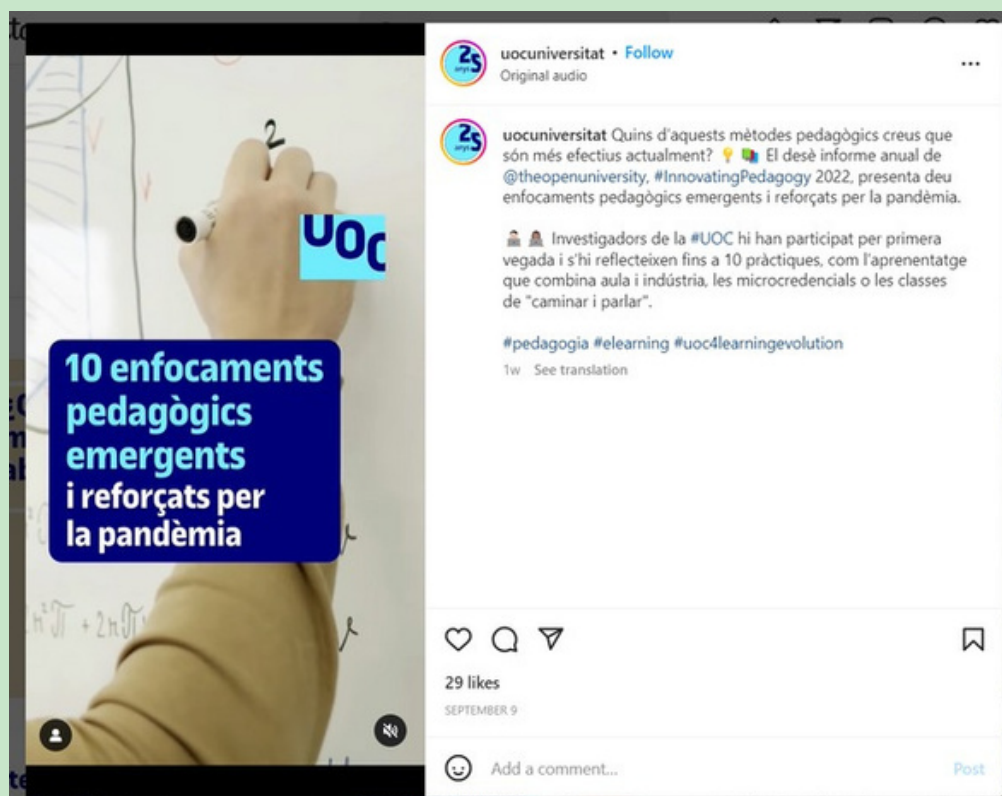
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uocuniversitat · Follow
Original audio

uocuniversitat Quins d'aquests mètodes pedagògics creus que són més efectius actualment? 💡 📚 El desè informe anual de @theopenuniversity, #InnovatingPedagogy 2022, presenta deu enfocaments pedagògics emergents i reforçats per la pandèmia.

👥 👤 Investigadors de la #UOC hi han participat per primera vegada i s'hi reflecteixen fins a 10 pràctiques, com l'aprenentatge que combina aula i indústria, les microcredencials o les classes de "caminar i parlar".

#pedagogia #elearning #uoc4learningevolution
1w   See translation

10 enfocaments pedagògics emergents i reforçats per la pandèmia

29 likes
SEPTEMBER 9

Add a comment...   Post

1 Reel: explaining ten ways of application of the different pedagogical strategies and how the pandemic reinforced them.

2 Options of the post: Possibility to report the post, to see it on its own, to share it, to embed it or to cancel everything. There is the possibility to follow the account too.

3 Center of the post: Mentions and explains a little of each strategy, with a background related to what is being mentioned. Each strategy has a different scene which all complement each other.

4 Text: Two paragraphs explaining what is found in the video, the sources where the information can be found and contrasted, as well as the publishers, and finally some promotion of the university itself. There are also some hashtags that relate the post to similar publications.

5 Options of Instagram: the reader can see the post, can like, the post, comment, send or save the post, as any other post that can appear from an account that person follows. If there are more saves or likes, the algorithm understands the reader is interested in that topic and will show more related posts.

More examples of this type of post in the social media

¿Qué puedes hacer mientras no se abren las aulas?

#GenderUOC

Hem eliminat el llenguatge binari del formulari de sol·licitud d'informació per estudiar a la UOC