

Thorlabs EDU Social Media Accounts

One Account:

Pros:

1. Already have a follower base.
2. Brand unity.
3. Only will have to reference one account in flyers, website, etc, (but can link accounts in bio)
4. We don't have the strongest following on Instagram to begin with.
5. Would create more content for our Instagram page.

Cons:

1. Highlights only work for separating Instagram Stories, not actual timeline posts/Reels.
2. At least 75% (probably more) of content will stop, no community or holidays.
 - a. *Q: Will we be taking over the Twitter too? If we go with two accounts, I would suggest a Twitter.*
3. Will disrupt flow of content, audience might be confused if content switches quickly.
4. We will be ignoring our already-existing audience and what they like to see.
5. Limit on creativity, as account is tied to @thorlabs name.
6. When Twitter and Facebook inevitably die, do we just want to have an EDU presence on Instagram? Is that how we want to be known?
7. EDU social will have its own distinct visual style, this might clash with existing visual style on Instagram.
 - a. *Q. If we keep one Instagram account, what is the approval process?*

Separate Accounts:

Pros:

1. Go big or go home! 😊
2. Can share content across accounts = different way to engage with audience.
3. Can really highlight company culture & community on main account.
4. Target audiences with content they want to see!
 - a. EDU: fun, younger followers still in college
 - b. Main: older, millennial followers, employees, and community members
5. Separate accounts will allow us to tap into a new audience. The EDU account is a funnel to the main account.
6. EDU accounts can interact with universities & professors in a casual way.
7. Separate accounts will allow us to really track our audiences for even greater visibility and insights for content strategy.
8. Easier to build out EDU content strategy ahead of time.
9. Sales-Marketing partnership gives us greater access to technical resources on the team, can double-dip for main account.

Cons:

1. Splits audience.
2. Harder lift for Digital Marketing/Graphics team.
 - This includes a lot of data for Will to pull (if that's an option)
3. People within Thorlabs may go rogue and think they can start their own accounts.
4. We already said no to Europe's LinkedIn page.
 - Q: If they're only travelling during school semesters, is there year-round content?