Audio Enhancement, Inc.

Social Media
Style Guide

AUDIO ENHANCEMENT +

Est. 1978

TABLE OF CONTENTS

INTRODUCTION

Installing Audio Enhancement® equipment is exciting news for your school, and sharing it on social media is a great way to engage your community. Start by highlighting the benefits for students and teachers. Explain how the system improves classroom sound, helps students hear every word, and supports better learning outcomes. Short, clear messaging works best. For example: "We are excited to bring crystal-clear sound to every classroom, helping students stay engaged and teachers share their lessons with ease!"

VISUALS TO USE

To make posting easier, we have included a selection of high-quality images you can use in your social media content. Photos of classrooms, teachers, and students in action help capture attention and visually demonstrate the impact of the system. Consider adding your school logo or captions emphasizing how Audio Enhancement technology supports learning.

PRE-DESIGNED SOCIAL POSTS

We have also included a set of pre-designed social media posts as part of this media kit. These ready-to-use posts include sample text, graphics, and suggested captions, making it simple to share the news without creating content from scratch.

CALLS-TO-ACTION AND HASHTAGS

Encourage engagement by asking questions or inviting comments. Examples include: "Have you noticed the difference in your classroom? Let us know!" or "Check out how our new audio system is helping students stay engaged every day." Tag @AudioEnhancement and use hashtags like #ClassroomTechnology, #Education, #AudioEnhancement, and #TeacherTools to expand your reach.

FORMAT CONSIDERATIONS

Repurpose content across multiple formats, including feed posts, stories, and X (formerly Twitter). Stories can be more casual and interactive, using polls or question stickers, while feed posts can be polished and informative. Maintaining consistent messaging and visuals across platforms reinforces excitement about your school's new audio system.

SOCIAL MEDIA EXAMPLES

Here's a set of 3 templated posts for each platform: X (formally Twitter), Instagram, Facebook, and LinkedIn that your school can use to announce their Audio Enhancement installation. Each template is adaptable, allowing your school to add your own images or clips.

X (FORMERLY TWITTER)

Post 1:

Exciting news! Our school has partnered with @AudioEnhancement to bring crystal-clear sound to every classroom. Students can now hear every word and stay fully engaged! #[NameOfSchool] #AudioEnhancement

Post 2:

Teachers, your voice matters! Thanks to @AudioEnhancement, long classroom days are easier on your voice and every student can hear clearly. Learn more: [school website]

#[NameOfSchool] #AudioEnhancement

Post 3:

Clear sound, better learning! Our classrooms now feature @AudioEnhancement systems to help students focus and participate. See the difference: [school website]

#[NameOfSchool] #AudioEnhancement

INSTAGRAM

Post 1:

Big news! Our school has partnered with @AudioEnhancement to make every classroom sound crystal clear. Learning is louder, clearer, and more engaging than ever! [Include photo or video]

#[NameOfSchool] #AudioEnhancement

Post 2:

Teachers, your voice matters! With @AudioEnhancement, you can speak naturally while every student hears every word. Say goodbye to vocal strain and hello to clearer learning. [Include photo or video]

#[NameOfSchool] #AudioEnhancement

Post 3:

Learning has never sounded this good! Thanks to our partnership with @AudioEnhancement, students can focus, participate, and hear clearly every day. [Include photo or video]

#[NameOfSchool] #AudioEnhancement

FACEBOOK

Post 1:

Exciting news! Our school has partnered with @AudioEnhancement to bring clear, crisp sound to every classroom. This helps students hear every word and stay fully engaged in learning. Learn more: [school website] [Include photo or video]

#[NameOfSchool] #AudioEnhancement

Post 2:

Teachers, protect your voice! Long classroom days can strain your vocal cords, but @AudioEnhancement makes it easier to speak naturally while every student hears clearly. Find out how: [school website] [Include photo or video]

#[NameOfSchool] #AudioEnhancement

Post 3:

Clear classrooms, engaged students! Our partnership with @AudioEnhancement means every student can hear lessons perfectly, helping teachers make the most of every learning moment.
[Include photo or video]

#[NameOfSchool] #AudioEnhancement

LINKEDIN

Post 1:

We're proud to announce our school's partnership with @AudioEnhancement! Their classroom amplification systems ensure every student can hear lessons clearly, helping teachers teach effectively and students stay engaged. Learn more: [school website] [Include photo or video]

#[NameOfSchool] #AudioEnhancement

Post 2:

Teachers are at the heart of every classroom, and their voices matter. With @AudioEnhancement, educators can speak naturally without strain while every student hears clearly. See how we're improving learning outcomes: [school website] [Include photo or video]

#[NameOfSchool] #AudioEnhancement

Post 3:

Improved sound, improved learning! Our new @AudioEnhancement systems help students focus, participate, and engage in ways that weren't possible before. We're excited to bring this technology to our classrooms. [school website] [Include photo or video]
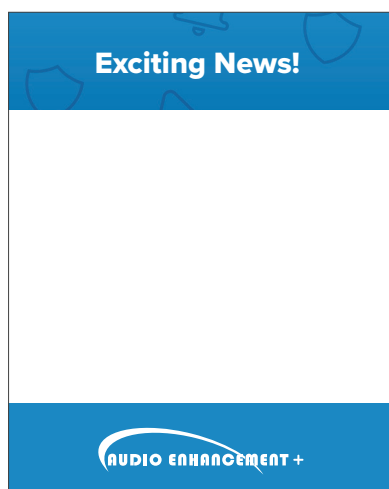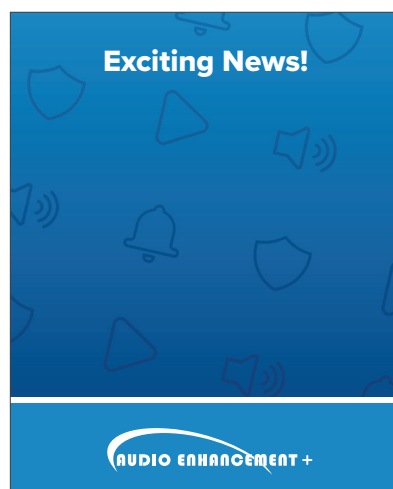
#[NameOfSchool] #AudioEnhancement

ASSETS

We've provided images to make posting on your social channels easier. Some images are ready to post as-is, while others are templates you can customize with your own copy.

READY-TO-USE ASSETS

We've partnered with Audio Enhancement!

Thanks to our partnership with Audio Enhancement, *every* student can stay engaged and hear it all.

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Exciting News!

Our school has partnered with *Audio Enhancement* to bring clear, crisp sound to every classroom. This means every student can hear lessons perfectly, participate more, and stay engaged, helping teachers make every moment in the classroom count.

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CUSTOMIZABLE ASSETS

Exciting News!

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Exciting News!

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HOW TO EDIT ASSETS

HOW TO USE CUSTOMIZABLE TEMPLATES ON SOCIAL MEDIA

1.   Download the Template

- Save the image template from the assets provided to your device.

2.   Open an Editing App

- Use a photo editing app such as Canva, Adobe Express, or Instagram. These apps allow you to add text to images.

3.   Add Your Copy

- Open the template in the app.

- Tap the text boxes already on the template (if any) or create a new text box.

- Enter your message, keeping it clear, concise, and on-brand.

4.   Adjust Styling

- Customize font, size, color, and placement as needed while keeping the template's original style intact.

5.   Save Your Edited Image

- Once you're happy with the design, save the edited image to your device.

6.   Post on Social Media

- Open the desired social media program, create a new post, and upload your edited image.

- Add your caption, hashtags, and any links.

- Publish your post.

NOTE

Keep your copy concise to ensure it's easy to read, especially on mobile devices.

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