



# Social Media at Khan Academy - pillars & examples

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Social is not a broadcasting tool where you shout news and announcements. We want to build a sense of community.

You have to know who you're talking to and start talking to them.

## Meet our social audience - “who” we are talking to

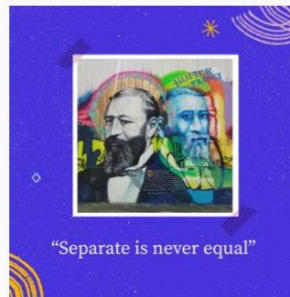
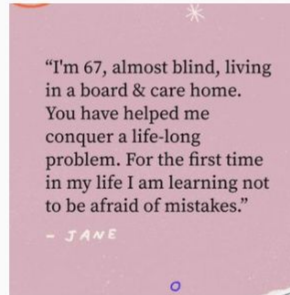
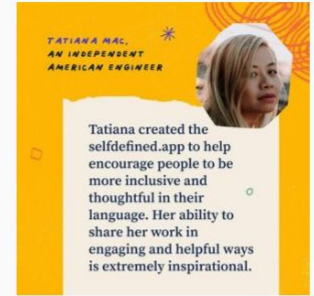
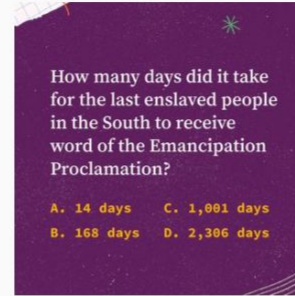
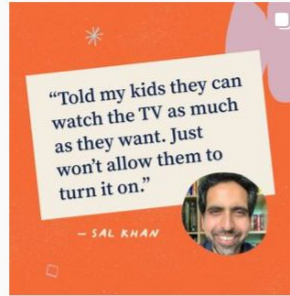
Facebook	Twitter	Instagram	Twitter for Teachers	Teacher Community	Ambassadors
Parents of learners.	Parents of learners, edtech peeps, journalists, Sal’s fans.	13–18-year-old independent learners.	Teachers & educators in the United States.	Teachers & educators using Khan Academy in their classroom.	Our most dedicated teacher super users.
Broader brand messaging, delight of learning, motivation.	Thought leadership, brand messaging, motivation.	Bring out the joy of learning, motivation, study tips.	Specific messaging on campaigns and how to use KA in the classroom.	An online community where teachers learn from each other.	Invite-only yearlong program for word-of-mouth referrals.
1.6 million followers	790K followers	280K followers	6,000 followers	11,500 members	900 Ambassadors

*This presentation’s focus*

## GOALS

# Why do we post?

- 1) To bring out the joy and delight our followers;
- 2) To help them learn something new;
- 3) To spark conversations;
- 4) To tell the Khan brand story

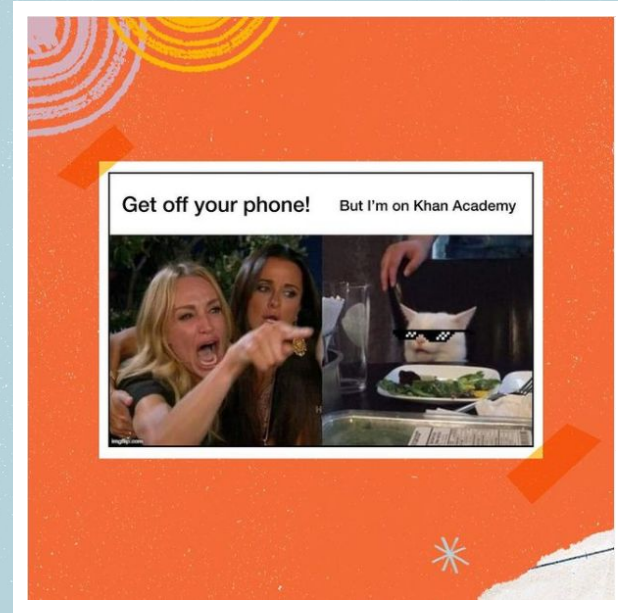




## Bring out the joy

Top performing “joyful” posts of the first half include:

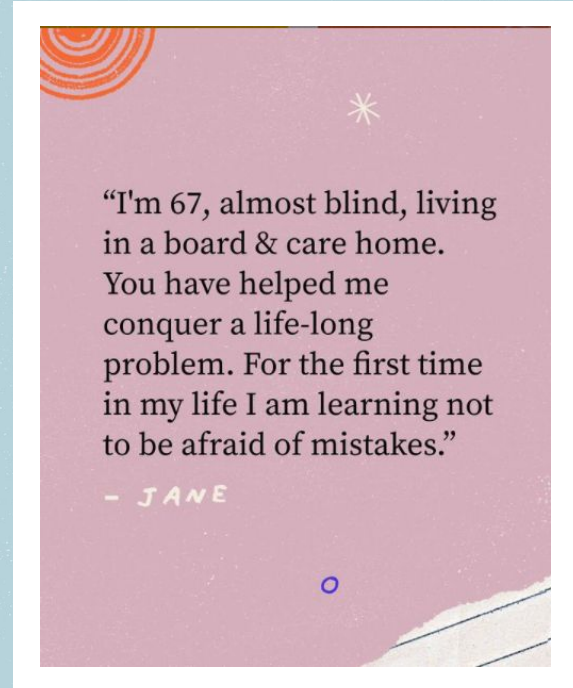
- Get off your phone meme
- A testimonial about mistakes
- A clip from Francis Ford Coppola
- A user testimonial about the app.
- Sal being “drippy” in his umbrella hat.



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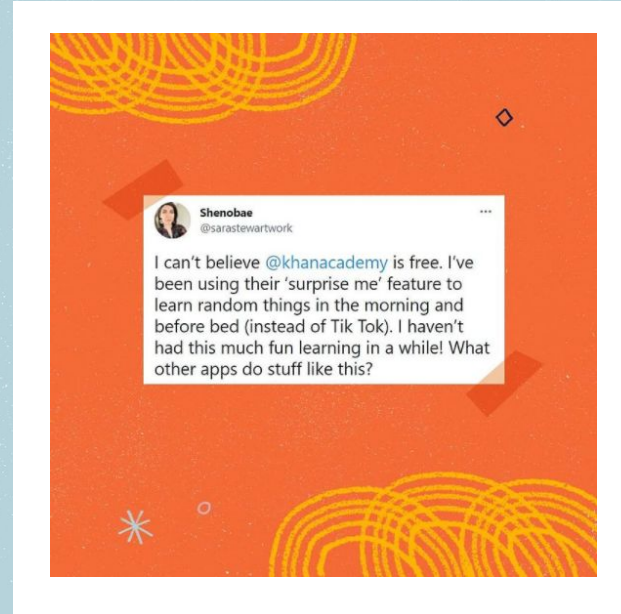
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## Learn something new

Top performing “learning” posts of the first half include:

- Dr. Corbett for her work on the Moderna COVID vaccine.
- Pi versus tau
- Advice from Rep. Karen Bass for Social Justice Day
- What learning science tells us about hints
- Info about citizen science projects.

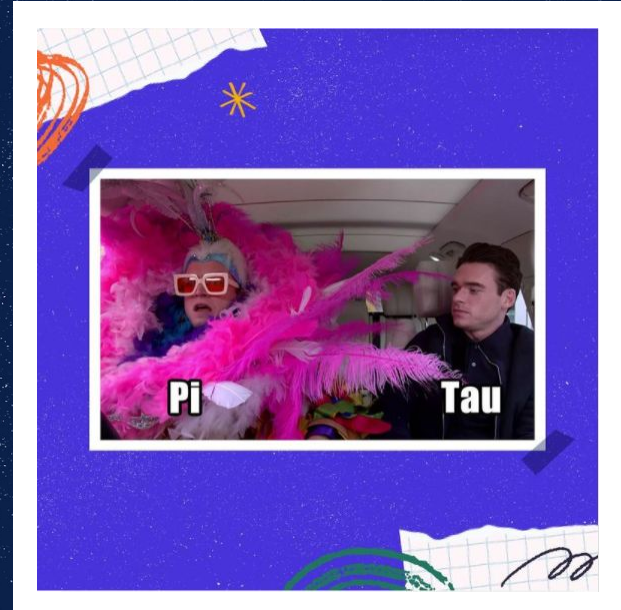
“ She cannot be a hidden figure. She needs to be in textbooks. Little girls need to see her — of all races. This is what's possible. ”

— DR. FREEMAN HRABOWSKI  
UNIVERSITY OF MARYLAND, BALTIMORE PRESIDENT

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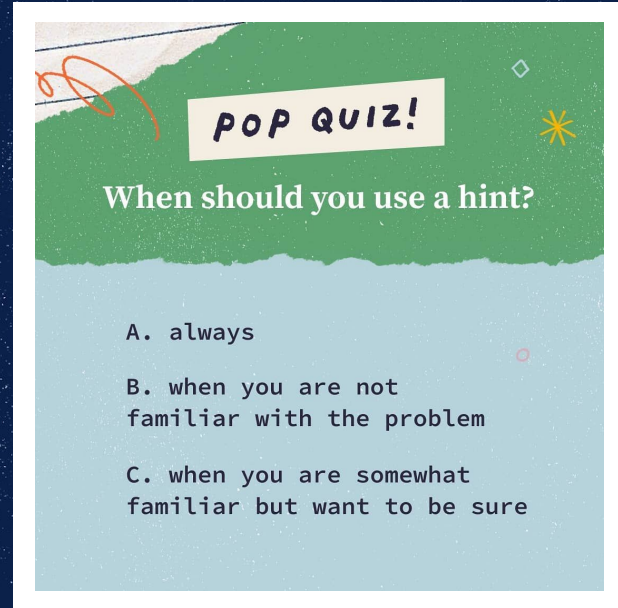




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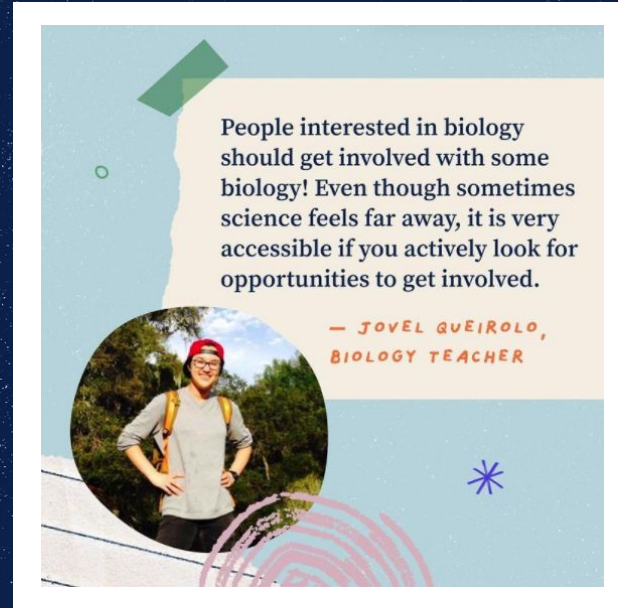
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# Spark conversations

Top performing “conversation prompt” posts of the first half include:

- What was the first book you remember reading just for fun?
- When you were growing up, who did you think was the smartest person in the world?
- What did you teach yourself?
- What did you do during the summers as a kid?
- What did you want to be when you were growing up?



# Tell the brand story

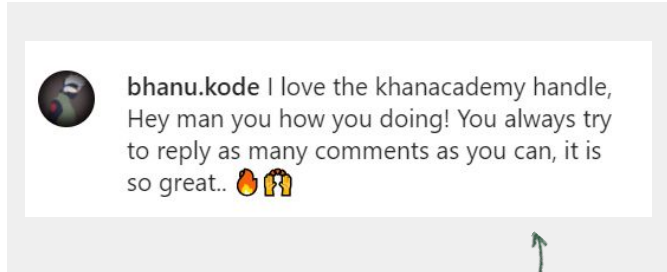
Top performing “brand story” posts of the first half include:

- May fundraising campaign
- Sal on *CBS This Morning*
- Sal on *PBS* saying internet access should be considered a basic human right.
- Khan Academy is the tutor many people can't afford

The image shows a screenshot of a tweet and a video thumbnail. The tweet is from Khan Academy (@khanacademy) and is published by Falcon.io on January 30. The text of the tweet asks, "Would you let Sal borrow your car?" and explains that Sal helps make sense of shorting stock with a used car analogy. It includes a link to "The Mehdi Hasan Show". Below the tweet is a video thumbnail featuring Mehdi Hasan. The thumbnail has a "peacock" logo and a checkmark icon with the text "THE CHOICE". Below the thumbnail is a YouTube link: "Mehdi Hasan Gets a Personal Khan Academy Lesson on the GameStop Stock Squeeze | Th...". To the right of the tweet is a separate text block from Khan Academy that says: "A year ago, millions of people turned to Khan Academy to keep learning no matter the obstacles. As a nonprofit, we can't do it alone. Khan Academy keeps learning going and our supporters keep us going. Can you pitch in? Even \$5 makes a difference. [khan.co/donate-khan](https://khan.co/donate-khan)". Below this text is another video thumbnail of Mehdi Hasan with a caption: "or if they weren't getting distance learning".



We aim to be the positivity in our community's timelines.



*Put out positivity,  
receive positivity 😊*

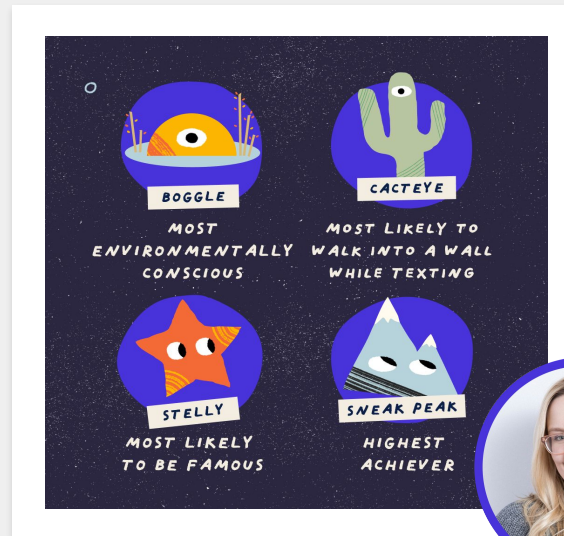


*We regularly get sweet  
comments & replies like this.*

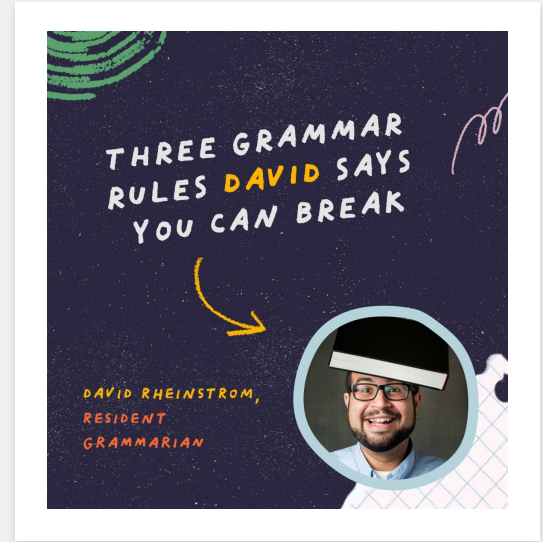
## A special shout out to...

David Rheinstrom and Alyssa Foote who were an integral part of the social media team!

*Content expertise, brainstorm, gut check, proofreading 🧐*



*Illustrations, inspiration, ideas ✨*



What makes a prompt successful?

“This question, somehow, made me think so hard... And I still cannot come up with an answer. I wonder why?”

PAT  
Facebook

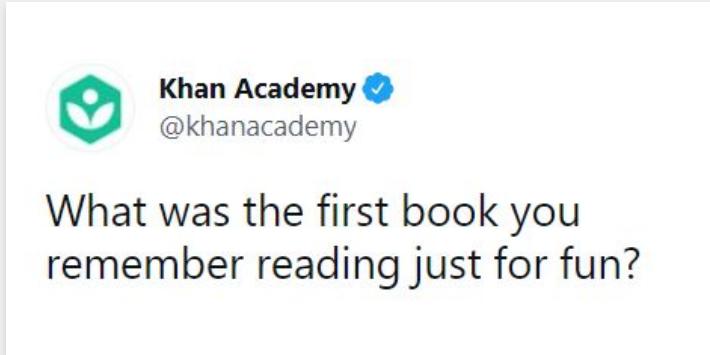
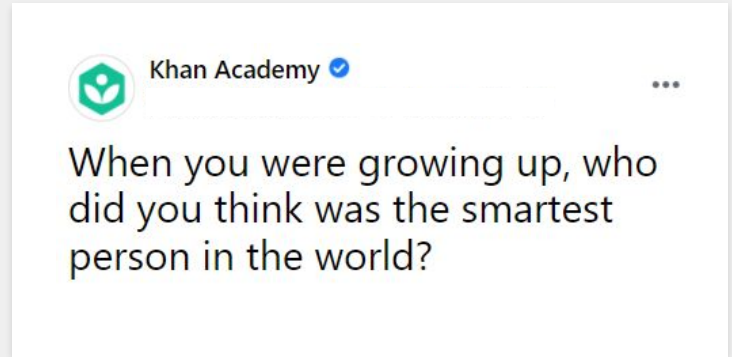




## The best prompts contain...

- Nostalgia / childhood
- Learning - particularly reflecting on experiences
- Books
- Daydreaming

*Childhood-themed posts that tie into learning.*



*Books + nostalgia*



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**Khan Academy** ✓  
@khanacademy

What subject would you study if you had one year to devote to it?

*Learning + daydreaming*



*Childhood + learning*



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What are the biggest gaps in your education?



# Thank you!

Questions? Contact Stephanie at [s.yamkovenko@gmail.com](mailto:s.yamkovenko@gmail.com)