

# Managing Social Media Marketing for 7 channels of the Ministry of Education, India and Hon'ble Union Education Minister

## Engagement Overview

The Ministry of Education (MoE), India wanted to strengthen their presence across social media in order to promote a direct dialogue, communicate their policies with authenticity and transparency while engaging with the public in a powerful way, so the Ministry engaged TO THE NEW to manage social media marketing for MoE and Hon'ble Union Education Minister.

TO THE NEW successfully amplified the digital reach of the prestigious Ministry of Education, India and Hon'ble Union Education Minister. The team managed **7 social media channels** and executed 12+ organic campaigns while coordinating with multiple government stakeholders at the ministry. Within a year, TO THE NEW organically increased the follower base of MoE on **Twitter from 1.75 Million to 2.9 Million** with a consistent engagement rate of 4% and Union Education Minister from **1.35K to 839.7K**.

## About the Client

The Ministry of Education (MoE), India aims to provide socio-economic balance in society through education and plays a significant role in building a strong foundation in the country. Its key aim is to transform India with the motto of Education for All and Quality Education.

## Solution Implemented & Impact

TO THE NEW team started working with the Ministry of Education & Hon'ble Union Education Minister in August 2019 and devised a robust content marketing & social media strategy to reach out to their target audience, which was mainly students, parents, teachers, education boards, colleges, universities and media & government stakeholders.

- Managing total **7 social media channels** and creating & publishing **210 monthly unique content posts** around the content pillars: testimonials & impact stories of MoE, policies & schemes, events and critical announcements by Hon'ble Union Education Minister
- **Liaising with multiple stakeholders at the Ministry** to devise monthly, quarterly & yearly plan for social media & content marketing and reporting the progress

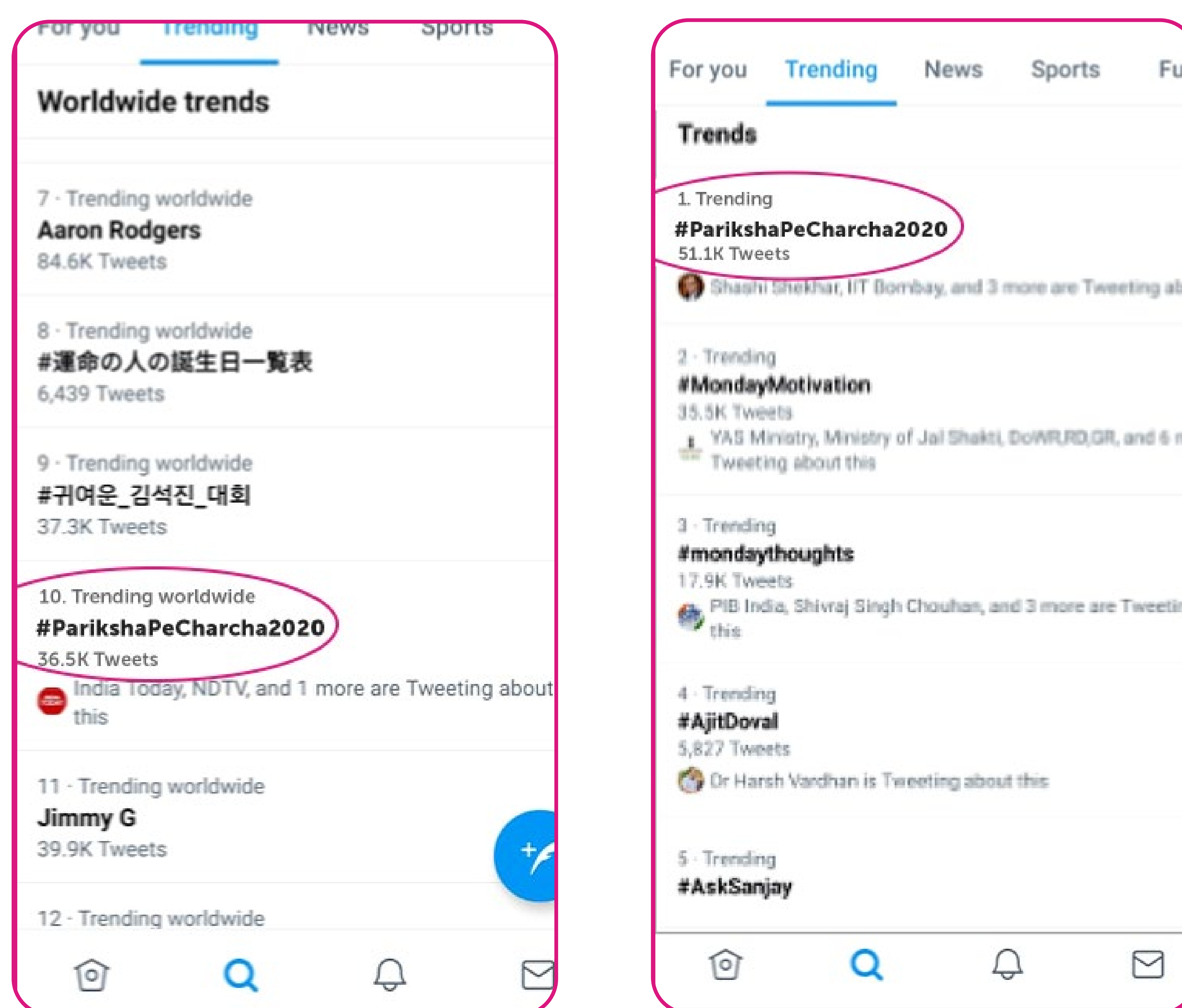
**Industry:** Government

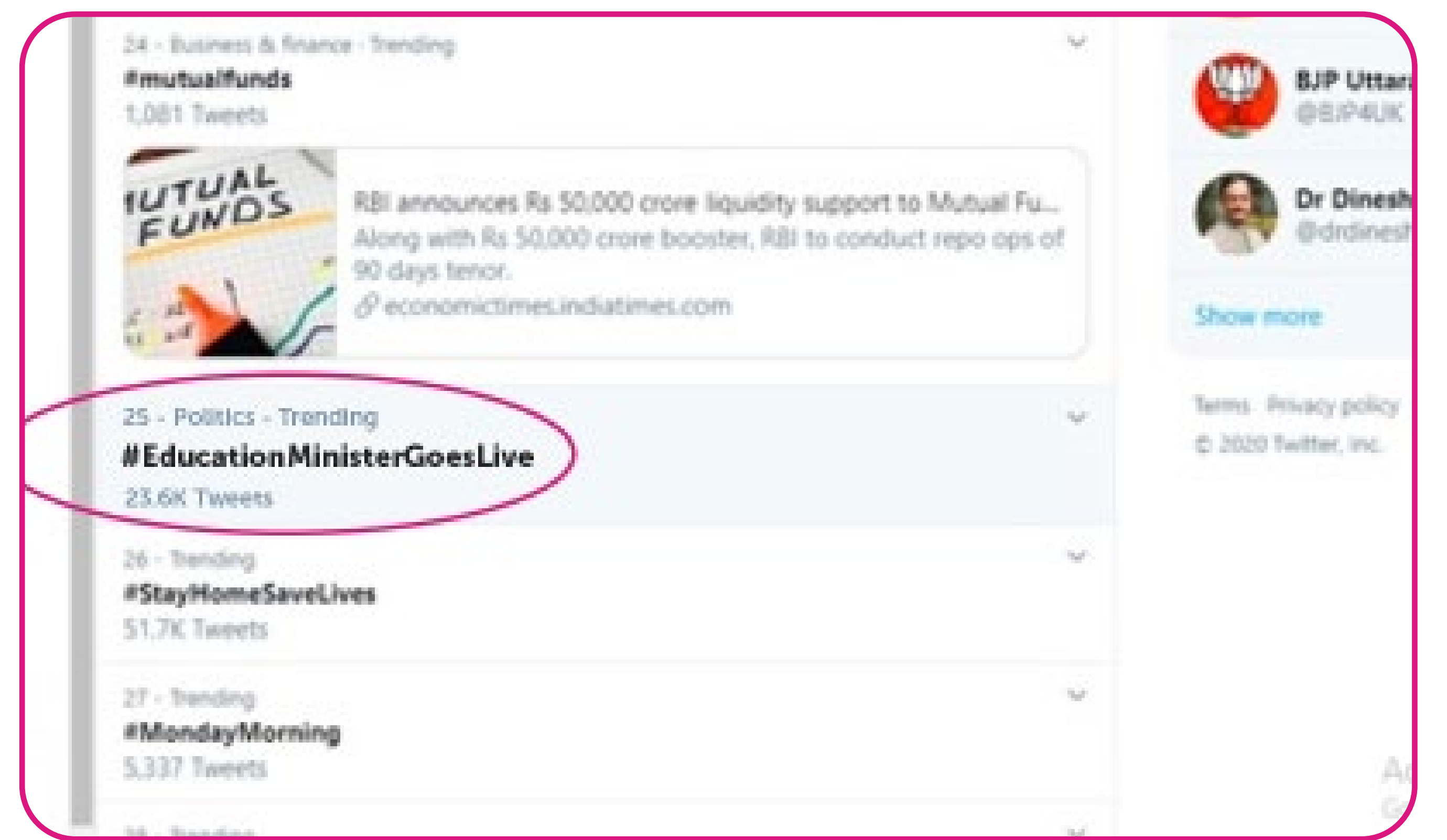
### Highlights

- ✓ Within a year, planned & executed **12+ campaigns** for MoE & Union Education Minister
- ✓ Organically increased follower base on **Twitter for MoE from 1.75 Million to 2.9 Million** with a consistent engagement rate of 4% and **Union Education Minister from 1.35K to 839.7K**
- ✓ **Pariksha Pe Charcha** became **#1 trending in India & featured in World's top 10 trending hashtags**
- ✓ **#EducationMinisterGoesLive** hashtag reached **36.6 Million** people across the country and became trending in Politics Section of Twitter, India
- ✓ **Bharat Padhe Online** campaign got an **incredible organic reach of 162.8 Million**



- Planning & launching various engagement & awareness campaigns; some of the campaigns executed are: **#MyBookMyFriend, #FearlessFemales, #BetiPadhaoDeshBadhao, #HarEkKaamDeshKeNaam, #SamagraShikshJalSuraksha, #OneStudentOneLitre, #OneStudentOneTree, #FitIndiaMovement, #100DaysOfMHRD & more**
- Extensively promoting content around key campaigns on social media; organically increased the followers for:
  - Ministry of Education on Twitter: 1.75 Million to 2.9 Million, Facebook: 2.04K to 3.53K and Instagram: 3K to 109K
  - Union Education Minister on Twitter: 1.35K to 839.7K, Facebook: 1.01 Million to 1.39 Million, Instagram: 3K to 53.8 K; recently initiated LinkedIn channel as well
- Handling Online Reputation Management & reporting for MoE & Hon'ble Union Education Minister while tracking, listening & reporting around **1.5 lakh conversations on a monthly basis**
- Extending support for other tasks like inputs for branding & marketing strategy, preparing presentations for PMO cabinet & review meetings, designing MoE calendars, creating & printing event collaterals like brochures/ booklets related to MoE policies, progress & initiatives, designing news ads, hoardings, etc.
- 3 key campaigns which were successfully executed at a large scale and got great traction on social media are:
  - **Bharat Padhe Online** campaign, which was focused on crowdsourcing ideas to improve online learning in India received an **incredible organic reach of 162.8 Million**, with 43,812 followers increase on MoE Twitter handle during the campaign
  - **Pariksha Pe Charcha** campaign, one of the biggest events of MoE was planned & launched in January 2020 where Hon'ble Prime Minister, Shri Narendra Modi and Hon'ble Union Education Minister, Ramesh Pokhriyal Nishank participated; the campaign created a buzz on social media with almost 4.5 Billion overall organic reach and became **#1 trending in India; it was also featured in World's top 10 trending hashtags**
  - Promoted, organized & hosted **3 Live Webinars for the Union Education Minister** in April 2020 on the circumstances arising out of COVID-19 in education; **#EducationMinisterGoesLive** hashtag reached to **36.6 Million** people across the country and was **trending on Twitter** during the webinar in the POLITICS section





Know more about our Digital Marketing offerings

 [www.tothenew.com](http://www.tothenew.com)

 [Talk to Our Experts](#)