COURSE BROCHURE | ERASMUS+ TRAINING

A Guide to Social Media Ads for Educational Institutions

Develop practical skills in Meta advertising, audience targeting, creative campaign design and performance analysis to promote educational programmes and institutions effectively.

LOCATION	LANGUAGE	FORMAT	DURATION	COURSE FEE	OID
Porto	English	On-site	6 days	€480	E10201112

€480 per participant for 6 days in Porto, Portugal. Check current editions, fee and inclusions before booking.

Course description

Educational institutions increasingly use paid social media to promote programmes, attract prospective learners, communicate with families and raise awareness of educational opportunities. This course develops the practical skills needed to plan, create, launch and evaluate Meta advertising campaigns in educational contexts.

Through hands-on work with Meta Ads Manager, participants will explore campaign objectives, audience strategies, advertising formats, automated targeting and optimisation features, lead-generation workflows, budget decisions and performance metrics across Facebook and Instagram. They will develop campaign concepts and advertising content, connect communication goals with appropriate audiences and calls to action, and use performance data to identify opportunities for improvement.

Particular attention will be given to responsible audience targeting, privacy-aware data handling and the GDPR principles relevant to digital advertising. Participants will also exchange practices with European peers and consider how the strategies and tools explored during the course can be adapted to the communication and recruitment needs of their own institutions.

Who the course is for

For educators

School leaders, communication and marketing staff, Erasmus+ and VET coordinators, teachers and other education professionals involved in institutional communication, student recruitment or programme promotion. The course is particularly relevant for professionals responsible for promoting educational programmes, open days, VET opportunities, Erasmus+ and international mobility activities, events or other institutional initiatives through advertising. No previous Meta Ads experience required.

At a glance

Course level: Basic to Intermediate Digital Marketing Literacy

Working language: English. Please contact the team if you are unsure about the course level or working language.

CURRICULUM FOCUS

Educational Meta Advertising / Audience Targeting & Privacy / Creative Campaigns & Performance

View the course, current editions and fees

02 / INTENDED LEARNING OBJECTIVES

Learning outcomes

The following learning outcomes describe the course's intended direction and objectives. The trainer adapts activities, examples and participant work to the group's goals, experience and learning needs.

01 **Meta Advertising Campaign Planning & Configuration** - Plan and configure Meta advertising campaigns by selecting appropriate campaign objectives, audience approaches, placements and settings for different educational communication goals.

02 **Advertising Content & Creative Design** - Create audience-focused advertising content using appropriate copy, images, carousel formats and short-form video for educational campaigns.

03 **Lead Generation & Enquiry Workflows** - Design a privacy-aware lead-generation workflow using Meta Instant Forms and plan appropriate follow-up for enquiries generated through an educational campaign.

04 **Responsible Data Use & Privacy-Aware Advertising** - Apply relevant GDPR principles and privacy-aware practices when planning audience targeting, lead generation and the collection or use of personal data.

05 **Campaign Analytics & Performance Optimisation** - Interpret relevant campaign metrics, including reach, click-through rate and cost per lead, and use performance data to recommend practical improvements to audience, creative content, calls to action or budget allocation.

06 **Educational Advertising Strategy & Application** - Develop a structured advertising strategy for an educational initiative, aligning communication objectives, audiences, creative content, lead-generation approaches, budget considerations and performance indicators.

07 **European Peer Exchange & Institutional Transfer** - Compare educational communication practices with European peers, exchange approaches and experiences, identify strategies that can be adapted to participants' own institutional contexts.

Transfer to practice and intended impact

The programme supports participants in connecting the course learning with their own professional context. Participants consider how relevant approaches, activities or tools could be adapted to their learners, priorities and institutional settings.

1. **Identify a relevant professional need:**
   Consider which learner need, classroom challenge or institutional priority the course learning could help address.
2. **Adapt the approach to your setting:**
   Select the activities, tools or approaches that can realistically be incorporated into your own professional context.
3. **Decide what progress would look like:**
   Consider how changes in practice, learner engagement, learning outcomes or another relevant result could be recognised.

03 / COURSE PROGRAMME | DAYS 1-3

Learning Activities & Training Schedule

SUNDAY / DAY 1

Flexible self-preparation followed by an in person European exchange session, **at 18h30.**

MONDAY - FRIDAY / DAYS 2-6

08:30 - 13h30

5h of training per day · 30h total

This is a typical timetable, subject to the provider's discretion.

DAY 1

Cross-Cultural Exchange, European Educational Context & Course Orientation

- Pre-Session work: Self Preparation to reflect and share your institution's context, cultural background & completion of the Cultural Quiz.
- Welcome, networking and cultural exchange between participants and Erasmus+ team.
- Icebreaking activities and sharing of European core values.
- Open space for participants to share ideas and discuss current challenges in the Education sector; collaborative opportunity to exchange future goals.
- Course briefing and planning.

DAY 2

Educational Advertising Strategy & Meta Ads Fundamentals

- Analyse real educational advertising examples and identify their communication objective, intended audience, key message, creative approach and call to action.
- Explore the Meta advertising ecosystem and navigate Ads Manager, including the basic relationship between campaigns, ad sets, ads and Business Portfolio access.
- Match educational communication needs with appropriate campaign objectives, including awareness, traffic, engagement and leads.
- Develop an initial campaign brief for an educational initiative that will be progressively developed during the course.

DAY 3

Audience Strategy, Advantage+ & Responsible Data Use

- Define audience strategies for educational campaigns using location, demographic and interest-based signals where appropriate, while considering the characteristics and restrictions of different audiences.
- Explore Advantage+ and automated audience optimisation, comparing manual audience choices with broader automated targeting approaches.
- Examine responsible audience-data use, privacy and relevant GDPR principles in relation to advertising, lead generation and consent or transparency requirements.
- Apply audience decisions to the campaign brief developed during the previous session.

04 / COURSE PROGRAMME | DAYS 4-6

Learning Activities & Training Schedule

DAY 4

Creative Studio: Ad Copy, Visuals & Short-Form Content

- Translate campaign objectives and audience insights into a clear value proposition, key message and call to action.
- Develop audience-focused advertising copy for educational programmes, open days, VET opportunities, mobility activities or other institutional campaigns.
- Create advertising assets using tools such as Canva, CapCut and native Meta features, exploring image, carousel and short-form video formats.
- Apply mobile-first design principles and review creative work through structured peer feedback.

DAY 5

Lead Generation, Budgeting & Measurement Planning

- Designing lead-generation journeys with Meta Instant Forms, from advertisement to enquiry and appropriate follow-up.
- Planning realistic campaign budgets and exploring basic budget and delivery choices for different educational objectives.
- Defining how campaign success can be measured and exploring the role of Meta Pixel and conversion tracking without requiring technical installation.

DAY 6

Campaign Performance, Strategy Presentation & Transfer

- Interpreting campaign indicators and identifying which metrics are relevant to awareness, traffic and lead-generation objectives.
- Using campaign data to identify practical improvements to audiences, creative content, calls to action and budget decisions.
- Presenting an educational advertising strategy and receiving structured peer and trainer feedback.
- Reflecting on learning, identifying applications within participants' own institutions.
- Completing course evaluation and certification.

ADAPTABLE TRAINING

This programme is a planned framework. Specific activities, sequence, exercises and timings may be adapted by the trainer or provider to each group/edition.

COURSE RECORDS

Daily summary and attendance sheets record the schedule and a short account of each day's work, validated by the trainer and signed by the participants.

Edition-specific evidence: Learning Together maintains signed daily training and attendance records. This brochure describes the course framework; additional verification can be based on the records of the particular edition.

05 / LEARNING APPROACH & METHODOLOGY

Learning Together Methodology

Learning Together courses combine guided input supported by presentations and multimedia resources with practical experimentation, creative workshops, case-based learning and hands-on tools. Participants connect the learning to their own professional situations and progressively develop an applied outcome, which may take the form of a presentation, project, session plan, action idea, reflection or another relevant output.

Peer / trainer feedback supports refinement throughout the process, while European exchange encourages participants to compare practices, perspectives and approaches across different educational contexts.

Methods applied in this programme

Guided Digital Tool Exploration

Explore Meta Ads Manager through demonstrations and guided exercises, connecting educational communication goals with campaign objectives, audience approaches and core advertising settings.

Creative Workshops & Content Development

Create advertising materials using Canva, CapCut and Meta tools, experimenting with persuasive copywriting, visual design, carousel formats and short videos.

Project-Based Campaign Development

Develop a campaign strategy around a realistic educational communication need, integrating audience decisions, creative content, lead-generation planning, budget considerations and measurement criteria before presenting the strategy for feedback and refinement.

Collaborative learning, peer exchange and reflection

Participants work with European colleagues, compare professional contexts, exchange approaches and reflect on how the learning can be transferred to their own institutions.

> **Illustrative example: Designing an Educational Advertising Campaign**
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> Imagine an educational institution looking to increase participation in an open day or attract applicants to an international mobility programme. They define an audience, develop a key message and creative concept, plan an appropriate lead-generation approach, consider budget and measurement criteria, and present the strategy for peer and trainer feedback. This example illustrates a possible practical application; actual activities may vary.

An adaptable learning experience

Learning Together courses are delivered by trainers with relevant professional & pedagogical experience, **who are fluent English speakers**. The trainer may vary by edition, adapting the activities to the group's professional context and learning goals.

Meet our trainers and explore our approach

06 / PRACTICAL INFORMATION & SUPPORT

Everything you need for your training

Your course materials and participant work

Participants receive access to course materials, including slides, presentations, worksheets and exercises made available for the sessions, through a dedicated online folder.

Depending on the activities, groups may also develop action plans or presentations. The output varies with the programme, trainer and group.

Materials to bring: Laptop

Course package

Includes training sessions, digital materials, practical resources, administration and course-week support, welcome kit, coffee breaks and course documentation. Cultural activities and an orientation session **depend on the edition selected** (flights, accommodation & other personal arrangements are not covered).

Check fees and inclusions for your selected course.

Documents & certification

We issue Certificate of Attendance, invoice and support agreed Erasmus+ mobility documents, including Europass Mobility records. Certificate issuance follows the attendance conditions.

Send any additional school forms to our team in advance. Explore document guidance.

Provider & quality

Learning Together operates through registered organisations in every country where services are provided, each with its own Erasmus+ Organisation ID (OID). Our programmes combine clearly defined learning outcomes, participatory methodologies and practical activities, with participant evaluation & feedback at the end of the training.

Provider OIDs: Portugal E10201112 · **Spain** E10417947 · **Poland** E10419682

FROM INTEREST TO A CONFIRMED BOOKING

01
Pre-enrol

Share your course & preferred dates. Pre-enrolment is non-binding; wait for written confirmation before making non-refundable travel bookings.

02
Confirm your place

Our team will confirm availability by email. Complete final enrolment and billing details to secure your place.

03
Plan your travel

Once your booking is confirmed, you can plan your travel. Before travelling, check materials required, timetable and activities in your selected edition.

YOUR NEXT STEP

Ready to plan your course?

Check the current dates, duration, fee and edition status on the course page, then start your pre-enrolment or contact us!

View course & editions ↗ | Pre-enrol ↗

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