



**WWW.TESOLacademic.org**

Promoting free at source research

Leading in social media for language education

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## **Services: What you get, how it works and what it costs**

### **What you get with our campaign**

In short, we promote your product and/or service on our website and through our massive social media outreach. In doing so we endorse your work and as such our services are only available to those whom we judge to be reliable and credible within the sector. We reserve the right to refuse commissions without discussion.

We provide:

#### **Website entry**

Our website is core to all that we do. It is where our content is organised and delivered. It attracts many 1,000 of visitors from all over the globe. Our content is ever increasing and this ensures constant revisits as well as new ones. Getting onto our website endorses what you do from a reliable, credible and independent source and in turn your sponsorship is seen to support our much praised work. You will be mentioned on our homepage, typically in the first or second paragraph. We will choose appropriate wording such as *our current clients include: ABC, DEF and GHI* (indicative). Your mention will include a link to your product or service. You will get your banner on every page of our website, with text and a link from your logo to your homepage. Our standard banners appear at the bottom of our website pages, a premium banner option which appears towards the top of every page on our website is exclusively available to one sponsor as an upgrade and for an additional fee.

An entry on our website with a banner is included in all option *A: full campaigns* where we promote your product or service. As an alternative it is possible to purchase option *B: Website entry with banner only*. Option B is ideal if you already have established social media outlets and don't need a full campaign but would still like to be associated with and get endorsement from our work. It brings high visibility to what you do and shows that you support our initiative. Our association will inevitably lead to ongoing endorsements for example through Facebook postings and comments and/or retweets and blogs entries, but these are on an informal basis and without contractual obligation.

Banners at the bottom of our website are listed on a first come basis. When you commission a service your banner will appear below any that are already posted. As and when the commission for the banner(s) above yours ends then your banner moves up.

## Facebook

Our Facebook group of over 12,000+ is simply huge. Arguably, the biggest globally of its kind to offer promotion opportunities. We will post a link to your product or service on our closed group. You can keep your sponsored posts active, and towards the top of our listings, by adding comments and having conversations with group members (you will need to join our group). Your sponsored post will remain on our Facebook page indefinitely, unless you ask us to remove it. There is no word limit to this entry, but clients are advised to keep posts short and focused. All posts start with the wording *Sponsored post: ...*

## Twitter

Our tweets are key to our campaign service. We attract huge impressions, recently hitting 34,200 in 28 days as the [indicative Sept/Oct 17 stats show](#). We will tweet links to your product or service and post to relevant #tags which can be generic to all such as #TESOL, or more specific to your product or service such as #MATESOL, #CELTA, #EFLjobs etcetera. We have worked with conference providers to set up a specific #tag and to promote an event via it. Participants at such events are encouraged to use #tags to share pictures, make comments and ask questions during and immediately after the event itself. This model is becoming increasingly popular at major events, see for example #IATEFL2017 and we are proud to have supported others in such endeavours. Recent examples of our work include #CamTESOL, #IATEFLSlov17 and #ILSB17 (for more see bespoke services below).

We will also follow you if you have an account and selectively retweet (RT) some of your tweets. All campaign tweets begin with the wording *Sponsored*, but this does not apply to any of our RTs.

## LinkedIn

We will post a link to your product or service on our LinkedIn account. Your sponsored post will remain on LinkedIn indefinitely, unless you ask us to remove it. There is no word limit to this entry but clients are advised to keep posts short and focused. All posts start with the wording *Sponsored post: ...*

## YouTube

YT is key to delivery of our content talks. The paid service to get onto our channel is only available to authors (usually with publisher backing). Our *Featured publication* surcharge is £75, see table below. For submission guidelines [CLICK HERE](#).

Note:TESOLacademic.org does not sign up to Facebook, Twitter or YouTube Ads. Our Services are dedicated to supporting and promoting you in more focused ways. This means that our website, social media channels and YouTube talks are all free from unsolicited ads and pop ups.

## **How our campaigns work**

First - Decide on what level of service you want and how long you want it for. See table below *A: full campaign – we proactively promote* or *B: Website entry with banner: for those who don't need a full campaign*. With option *A: full campaign* you decide on how much involvement you want in the delivery of the service that you commission. Some clients leave all content and timing to us, whilst at the other end of the spectrum some know exactly what they want putting on the Facebook and LinkedIn posts, together with what tweets they want, when they want them to go out and what #tags they wish to include. In practice most clients usually opt for something between these two possibilities. We are happy to oblige whatever your preference and we will work with you throughout your campaign however long or short it might be.

Second - Order your commission and we will invoice you. Once payment has been cleared we create a spreadsheet which is shared as a Google document. This identifies the level of service commissioned, together with a full account of our work for you, including: dates and text used in Facebook and LinkedIn posts; your Website entry; a running tally of used tweets and the outstanding balance. There is also a space for notes. Using Google docs allows you to schedule any actions that you would like us to take e.g. a specific tweet on a particular date. If you don't want to use Google docs. worry not, we also respond to email requests and we can send a record of activity as an Excel attachment.

Whatever you decide rest assured that we will keep you informed.

## **Options and fees**

### *A: Full campaign – we proactively promote*

<i>Campaign options</i>	<i>Duration</i>	<i>Tweets</i>	<i>Facebook and LinkedIn posts</i>	<i>Basic fee</i>	<i>Premium Banner Upgrade. Basic fee PLUS ...</i>
Platinum	1 year	60	Up to 4	£880	£340
Gold	6 months	30	Up to 2	£495	£180
Silver	3 months	15	1	£275	£100
Featured publication surcharge	Select a campaign option from above and add £75 to include your YouTube talk on our channel				

### *B: Website entry with banner only: for those who don't need a full campaign*

<i>Be associated with and get endorsement from our work. Get high visibility for what you do and show that you support our initiative</i>	<i>Duration</i>	<i>Fee</i>
Text on website homepage and Standard Banner at bottom of all pages	1 year 6 months 3 months	£440 £248 £138
Text on website homepage and Premium Banner at top of all pages	1 year 6 months 3 months	£610 £338 £188

### Bespoke services

Contact us to discuss options.

Sponsor Huw Jarvis to deliver a conference talk (usually as a Guest, Keynote or Plenary speaker): get your twitter conference #tag trending, get your logo on the conference talk slides; get flyers distributed at the event; and more!

We can set up and manage a social media presence for you and/or advise you on how to do so.

Terms: non-refundable payment in advance by pound sterling cheque or bank transfer to UK account.

Payment of fees is taken as agreement to the terms outlined in this document.

IMPORTANT NOTE: Once we have stated a campaign our commissioned service is not refundable. In the event that you commission us to recruit for a specific job and you fill your vacancy before the end of the campaign it will not be possible to claim a refund on the balance of tweets or Facebook\LinkedIn posts that have not been used. However, we are happy to redirect what remains of your commissioned service towards other areas of your activity such as encouraging students or teachers to take a course with you, and we will change the working on our website accordingly.

Contact: [tesolacademic@hotmail.com](mailto:tesolacademic@hotmail.com)

Huw Jarvis  
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