# **SMART for Higher Education**

# **Social Media Toolkit for Channel Partners**

February 2025

The purpose of this social media toolkit is to make it easy for you to effectively promote SMART solutions and content on your social media platforms, supporting both your awareness and lead generation goals.

With co-brandable pre-designed graphics, compelling copy, and clear calls to action, we aim to streamline the process of sharing information about our offerings and help to drive engagement with your audience.

**How to use the Toolkit:**

Edit the pre-designed graphics, copy and calls to action.

1. Edit the pre-designed graphics: Open the attached PNG files in your editing software and add your logo to the right side of the SMART logo.
2. Post the image/video on your socials, along with the copy provided below.

Please note: Post copy may need to be edited for brevity on some platforms.

We ask that you tag SMART with the below links SMART Business social platforms:

Education: [X](https://twitter.com/SMART_Tech) | [Instagram](https://www.instagram.com/smarttech_social/) | [TikTok](https://www.tiktok.com/@smart_tech00) | [Facebook](file:///C:\Users\kborchert\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\HVYEKVP1\facebook.com\SMARTTechnologies\) | [LinkedIn](https://www.linkedin.com/company/smart-technologies/) |[YouTube](https://www.youtube.com/@SMART_Tech)

Business: [X](https://twitter.com/SMARTCollab) | [LinkedIn](https://www.linkedin.com/company/smart-technologies/) | [YouTube](https://www.youtube.com/@SMARTCollaboration)

Lumio: [X](https://twitter.com/LumioSocial) | [Instagram](https://www.instagram.com/lumiosocial/) | [TikTok](https://www.tiktok.com/@lumiosocial) | [YouTube](https://www.youtube.com/@Lumiosocial) | [Pinterest](https://www.pinterest.ca/LumioSocial/)

**Post Option – Higher Education #1**

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|  | **The SMART Board Mini is Here for Universities & Colleges 🚀** ⭐ Global Premiere ⭐ Introducing the ALL NEW SMART Board® Mini Interactive Podium—winner of Best of Show at ISE—designed to boost teaching, collaboration, and student engagement.  🎓 Empower University and College Educators  **✅ Easy real-time annotation—**write directly into **PDFs & Microsoft Office files** with **SMART Ink** **✅ Engagement for in-person & remote learners—**4K AI-enabled **camera, 8-mic array & 12W sound** **✅ One-cable mirroring with touch and annotation—**share content instantly without extra adapters **✅ The ONLY interactive podium with an OPS slot for Windows & Google-certified appliances.**  #WeSellSMART  {Add your own hashtags}  **CTA Options:**  **🚀 Pre-orders start March 1, 2025. Learn more:** <https://www.smarttech.com/business/products/interactive-displays/smart-board-mini>  {Add link to your website or contact information} |

**Post Option – Higher Education #2**

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|  | **📢** A recent SMART survey revealed that **52% of IT directors & professors say real-time feedback is critical for student engagement**—but outdated tech is holding classrooms back.  **👩‍🏫 What if educators could seamlessly interact with content while staying connected to their students—wherever they are?**  The **SMART Board® Mini Interactive Podium** makes it possible with:  **🎓 A better way to teach, present, and collaborate**  **✅ Keep remote students engaged—** with4K AI camera, 8-mic array & 12W speakers. Remote learners feel like they are in the room. **✅ Write naturally, save easily**—SMART Ink lets you write directly into PDFs & Office files, **no extra menus.** **✅ Flexible computing, your way—**Use the built-in OPS slot for Windows & Google appliances or connect your laptop with one cable. **✅ Designed for flexible spaces—**Use it on a desk, mount it, or embed it in a lectern for lecture halls.  **✅ Mirror content to any external display through either HDMI or USB-C - no extra splitters or switches are needed.**  #WeSellSMART  {Add your own hashtags}  **CTA Options:**  🚀 **Upgrade your teaching and collaboration.** Learn more: <https://www.smarttech.com/business/products/interactive-displays/smart-board-mini>  {Add link to your website or contact information} |

**Post Option – Training use case for Corporate or Gov #1**

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|  | 🏆 **Big win for trainers!** The **SMART Board® Mini Interactive Podium** just won **Best of Show at** [Integrated Systems Europe (ISE)—](https://www.linkedin.com/company/integrated-systems-europe-ise-/)and it's designed to transform corporate and government training.  💡 **Why trainers love it:** ✅ Face your audience while annotating in real-time ✅ **SMART Ink** makes adding notes and markups easy ✅ **Mirror content to any external display** via HDMI or USB-C—no splitters or switches needed. ✅ Built-in **AI camera, speakers & mic array** for hybrid training ✅ The **only** interactive podium with an **OPS slot** for Windows & Google-certified appliances.  #WeSellSMART  {Add your own hashtags}  **CTA Options:**  🚀 **Pre-orders start March 1, 2025.** See it in action: <https://www.smarttech.com/business/products/interactive-displays/smart-board-mini>  {Add link to your website or contact information} |

**Post Option – Training use case for Corporate or Gov #2**

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|  | Meet the **SMART Board® Mini Interactive Podium**, winner of **Best of Show at ISE**—built to keep you **engaged, facing your learners, and in full control.**  ✅ Stay **facing your learners**—no turning your back ✅ **Annotate in real time** with SMART Ink ✅ **One-cable mirroring** to projectors & displays ✅ **Built-in 4K AI camera & mic array** for hybrid sessions ✅ **OPS slot** for Windows & Google-certified appliances  #WeSellSMART  {Add your own hashtags}  **CTA Options:**  🚀 **Pre-orders start March 1, 2025.** Learn more: <https://www.smarttech.com/business/products/interactive-displays/smart-board-mini>  {Add link to your website or contact information} |