Purpose and Introduction

This document is meant to guide course teams for MITx on edX courses on how and where to promote their courses. This guide should help identify ways to promote courses in order to increase enrollments.

There are 3 main channels that can be leveraged to market MITx on edX courses: (1) the Course Team and Instructor Network, (2) edX, and (3) the MIT Office of Digital Learning (ODL). What follows is an outline of what each channel can do to promote MITx courses. It also includes guidance on tracking and examples of some past promotions.

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Message for MITx Project Managers

*MITx* project managers can share this guide with course teams to outline potential promotion channels and opportunities through the course team network and/or Instructor Network, as well as to let them know how their course will be promoted by edX and ODL.

For each MITx course, course teams should complete the Course Team Worksheet on page 3 of this document. The Course Team Worksheet will inform the proposed marketing plan and strategy for a course. Ultimately, the final course marketing plan (edX promotions and MIT ODL promotions) will be decided by MIT's Office of Digital Learning.
Course Team/Instructor Network

1. Please complete the SmartSheet form. Once you have completed the form it will automatically notify the MIT ODL social media team so that they can begin promoting your course. Complete the form will help to:
   • indicate what promotions you will do as a course team
   • provide MIT and edX information that will help us promote your course

2. As you complete the form, you should think carefully about who your target audiences are, and how you’ll reach them. Think about reaching out to people directly, as well as to contacts who can share your message, such as:
   • Department alumni
   • Learners from related MITx courses
   • Professional/trade associations and contacts

3. There are several channels where you can post information about your course, including:
   • Personal/professional/department website
   • Department email lists
   • Social media: Twitter, Facebook, Google+, LinkedIn, etc.
   • Blog

4. Make sure to “LIKE” MITx on edX on Facebook, and “FOLLOW” MITxonedX on Twitter.

5. Let us know what your social media IDs are, and when you post a blog. Then we can follow you on social media and share your messages with our networks.

6. Please tell us what is unique about your course so that we can emphasize that in our promotions. For example, let us know about related events, book releases, interesting people involved, use of technology, new pedagogy, student activity, research results, etc.

FOR SAMPLES SEE APPENDIX A
**edX Promotions**

EdX offers a range of marketing activities. The promotional activities and channels will vary by course. For example, edX and the course team can decide together whether a Reddit AMA (Ask Me Anything, a scheduled online chat on Reddit.com) is a good idea for a given course.

EdX’s home page currently has up to 13 feature spots for course listings by Consortium members. For each MITx course edX may provide: real estate on the edX home page, mention in the email newsletter, and social media outreach. The channels selected, as well as the timing and duration of the promotion for a particular course will vary. The selection of social media outlets will depend on the launch date, the course topic and the target audience.

Listed below are some of the promotional activities edX can do on behalf of a course. The mix and timing of promotion activities for a given course will depend on a few variables, such as audience and timing of the course.

**Figure 2: Sample edX Promotions**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Reach</th>
<th>Frequency of update</th>
</tr>
</thead>
<tbody>
<tr>
<td>edX homepage</td>
<td>1.4M sessions/week</td>
<td>Changes 2x/week</td>
</tr>
<tr>
<td>edX email newsletter</td>
<td>2.6M</td>
<td>Sent every 3 weeks</td>
</tr>
<tr>
<td>MITx on edX course page</td>
<td>N/A</td>
<td>As courses are published</td>
</tr>
<tr>
<td>Facebook</td>
<td>270K</td>
<td>Daily</td>
</tr>
<tr>
<td>Twitter</td>
<td>100K</td>
<td>Daily</td>
</tr>
<tr>
<td>Google+</td>
<td>350K</td>
<td>Daily</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>17K</td>
<td>Daily</td>
</tr>
<tr>
<td>Reddit AMA (ask me anything) online chat</td>
<td>Variable</td>
<td>1 time: 2 hour session</td>
</tr>
</tbody>
</table>

*FOR SAMPLES SEE APPENDIX B*
MIT ODL

The promotional activities and channels will vary by course. Listed below are some of the promotional activities MIT ODL can do on behalf of a course. The mix and timing of promotion activities for a given course will depend on a few variables, such as audience and timing of the course.

*Figure 3: MIT ODL Promotions*

MIT OpenCourseWare can help promote MITx courses. Here are some examples of the current reach of various channels. Also, we developing a new website for the MIT Office of Digital Learning. And we are growing our followers and subscribers on other platforms, including a new MITx on edX Facebook page, a new @MITxonedX Twitter, Google+, Pinterest, and LinkedIn. As those gain traction, they will become more prominent for promoting MITx courses.

The promotion tools that we utilize will vary for each course, as stated above.

<table>
<thead>
<tr>
<th>What</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>OpenCourseWare homepage</td>
<td>600k page views/month</td>
</tr>
<tr>
<td>OpenCourseWare newsletter (monthly)</td>
<td>230k subscribers</td>
</tr>
<tr>
<td>OpenCourseWare Facebook</td>
<td>200k likes</td>
</tr>
<tr>
<td>OpenCourseWare Twitter</td>
<td>100k followers</td>
</tr>
<tr>
<td>OpenCourseWare Open Matters blog</td>
<td>30k views/month (plus, this is linked to the website and the newsletter)</td>
</tr>
<tr>
<td>Google Ad on OpenCourseWare</td>
<td>200k impressions/month (just about your course!)</td>
</tr>
</tbody>
</table>

**NOTE:** MIT ODL does not pay for ads in publications, websites, or television.

**FOR SAMPLES SEE APPENDIX B**
Third party promotions

If a third party is involved in your course (e.g., as a sponsor), that third party needs consent from MIT to utilize MIT’s name in its materials or in a press release. The MIT Technology Licensing Office (TLO) needs to make sure that what they want to do falls within our policy. Please send requests to Beth Zonis zonis@mit.edu, and she will coordinate with the TLO.

If the course team or the MIT Office of Digital Learning wants to issue a press release, or to share information about the relationship with the third party in its materials or in a press release, please contact Beth Zonis zonis@mit.edu. She can work with you directly on the best approach.

Tracking

In order for ODL to measure the effectiveness of each of the Course Team/Instructor Network actions, we recommend the following two procedures.

(1) When using Twitter. We recommend that you and the course team agree on a Twitter handle that you can remember. 1 option is to use the course number; another is to use the name. For example: @MITx3032x OR @MITxMechanicalMaterials. The Twitter hashtag you choose should appear on all of your correspondence about the course. You should use “MITx” at the beginning for branding and so it will be easier to track.

(2) Using tracking URLs. You can create custom URLs for each of the outlets you use to market the course. That way, we can track where people are coming from (i.e., personal email, a specific publication, Twitter, etc.). Here’s a link to the sheet where you can create your tracking URLs: Tracking URL for MITx course.
APPENDIX A: Course/Instructor Network Promotions

MITx Course Team Marketing Worksheet (partial image)
**Faculty Communication on Social Media**

Barton Zwiebach - QM

I will be teaching 8.05x: Mastering Quantum Mechanics, on [edxonline](https://www.edx.org) starting on February 2015

MIT Physics Department · [edx.org/course/mitx/8.05x](https://www.edx.org/course/mitx/8.05x)

Followed by MIT OpenCourseWare.

Barton Zwiebach - QM @MITx805x · Sep 12

@MIT_Physics Can you please help by tweeting about this account to your followers? Thanks!

[Detail]
APPENDIX B: EdX Promotions

edX Website

Massachusetts Institute of Technology — a coeducational, privately endowed research university founded in 1861 — is dedicated to advancing knowledge and educating students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century. Learn more about MIT. Through MITx, the Institute furthers its commitment to improving education worldwide.

MITx Courses
MITx courses embody the inventiveness, openness, rigor and quality that are hallmarks of MIT, and many use materials developed for MIT’s residential courses in the Institute’s five schools and 33 academic disciplines. Browse MITx courses below.

XSeries Programs
MITx is proud to offer XSeries programs, themed sequences of MITx courses within a specific domain. Current XSeries programs include Anthropology, Foundations of Computer Science, and Supply Chain Management. Courses for XSeries programs are offered using the edX Verified system. Learn more about XSeries programs from MITx.

7.01x: Introduction to Biology - The Secret of Life
Explore the secrets of life through the lens of life science, genetics, molecular biology, metabolism, DNA, protein and regulatory networks.

7.01Wx: Quantitative Biology Workshop
A hands-on, introductory lab that will give you a taste of what it means to work in the quantitative sciences.

2.01x: Elements of Structures
A first course in statics and the mechanical behavior of structural elements.

6.82x: Mathematics Review
A self-paced, self-contained course that covers the mathematics you will need for MITx courses.

MAS.91x: Big Data and Social Physics
Understanding big data, how to use it to improve companies, cities and government, and keep positive for privacy.
**edX Tweets**

- **MIT @MIT** • 15h
  
  Learn principles of #edtech and game design with @edXonline MOOCs
  
  mitsha.re/1o9NVSQ via @EducationArcade

- **Tri Suseno @tsuseno** • Sep 19
  
  Absolutely loving week 4 of MITx's Circuits and Electronics course. Tough but learning a lot. Thks @agarwaledu @edXonline @MITOCW

- **edX @edXOnline** • Sep 16
  
  "When we observe the world, scale is everything." Learn Effective Field Theory from MIT starting today: ow.ly/ByAd6 #EFTx

- **edX @edXOnline** • Sep 8
  
  MIT's unique experiment in blended learning leads to the birth of 50 startups in 5 days: ow.ly/BebEy #entrepreneurship #startups

**Faculty led Reddit AMA**

I am Eric Klopfer, MIT professor, learning game designer, and director of an educational technology research lab. AMA. (self.edtech)

Thanks for all of the great questions here. Sorry I couldn’t get to them all. Feel free to bring those into the forums on the course platform. If you aren’t already registered there you can still join.

My research focuses on the development and use of computer games and simulations for building understanding of science, technology, engineering and mathematics. I work on mobile and online games designed to build understanding of scientific practices and concepts as well as critical knowledge. I am currently running a free online course on edX called Design and Development of Educational Technology: https://www.edx.org/course/mitx/mitx-11-132x-design-development-2666

Proof: https://twitter.com/eklopfer/status/524681055239914752

170 comments share

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MIT Office of Digital Learning | 145 Broadway | Cambridge, MA 02142 | April 2015
APPENDIX C: MIT ODL Promotions

ODL Blog

24.00x – Enthusiastic Discussions

Caspar Hare recently completed teaching 24.00x, Introduction to Philosophy: God, Knowledge and Consciousness. The course, which will run again next fall, was the first online humanities course run through MITx. Hare reflected on his experience in the course, what he learned, and what he was surprised by.

Discussion forums were an important component of 24.00x, allowing students to dig deeper and investigate ideas. In this type of course, Hare notes that there is an “importance placed on discussion and working out your ideas in dialogue with other people.” Overall, students were enthusiastic about sharing their ideas and enjoyed using the forums.

What was unique about 24.00x vs. a residential course is that, as the course went on, the level of enthusiasm for discussion increased. Hare attributes this to students who stick to the course being the most engaged and interested in the topic. As the course developed, they were able to have more focused interaction on the discussion boards.

One success of the course was the combination of lecture video clips and clips of MIT students having in-class discussions. The student discussion clips added vibrancy and excitement to both the residential and online components of the classroom. Residentially, students enjoyed a sense of gravity as they made comments in class into the microphone. Online, course members appreciated seeing the reactions of the MIT students, and the clips added a realism to the material being covered. It was a great way to bring some of the flavor of MIT to the online students.
MIT OCW Google Ads

MITx on edX Facebook
MITx on edX shared a link.  
October 26

Want to up your game and prepare for 11.126x? Check out these resources on OCW. http://ow.ly/DbjYe

MIT OCW Facebook
Consulate General of France in Boston is as excited about the MITx Global Entrepreneurship Bootcamp as we are!

Congrats to #French Yoni Dayan, one of the 47 (from 32 countries) selected to do a Bootcamp #MIT on how to create a #startup. He was among 55,000 students enrolled in a MITx on edX (elearning) course on entrepreneurship. This first experiment of “blended education” was a huge success. Read more: http://tinyurl.com/q235kjv
"If you have a perturbative treatment, even if you carry to infinite order, you have, formally, divergences if you have resonant interaction. Because the ground state and the photon has exactly the same energy as the excited state. And that means if you write down the perturbative expansion, you have a 0 in the denominator. You have a divergence." http://ow.ly/DolZR

**MIT OCW Twitter**

Sensory Systems, a brand new course (with video lectures!) on @MITOCW. ow.ly/DiyHj
APPENDIX D: edX/MITx/ODL Marketing Roles/Responsibilities

1. **Department Course team** – Faculty should identify a point person within the course team to be responsible for formulating their POV on team’s course marketing plan; for populating Course Marketing Worksheet (in smart sheet) in a timely manner, and for keeping PM updated.

2. **MITx PM** – Lead liaison, manager with assigned course teams; orient, educate, share MITx Promotion Guide with course teams; bring Beth in when additional marketing questions are asked; work with lead course TA or member at a specific point in the course development process/phase to populate worksheet (i.e., 3-4 months prior to launch date) as a course deliverable.

3. **edX** – edX Marketing Manager or point person will work with Beth to market/promote MITx’s courses per Beth’s input/plan.

4. **ODL Marketing (Beth Zonis)** – Lead communicator, liaison with edX; meet with edX marketing team monthly to review batch course promotions, and influence marketing support/services that edX will supply for each course; Beth updates MITx PMs monthly with marketing promotions plans for courses being built/marketed.