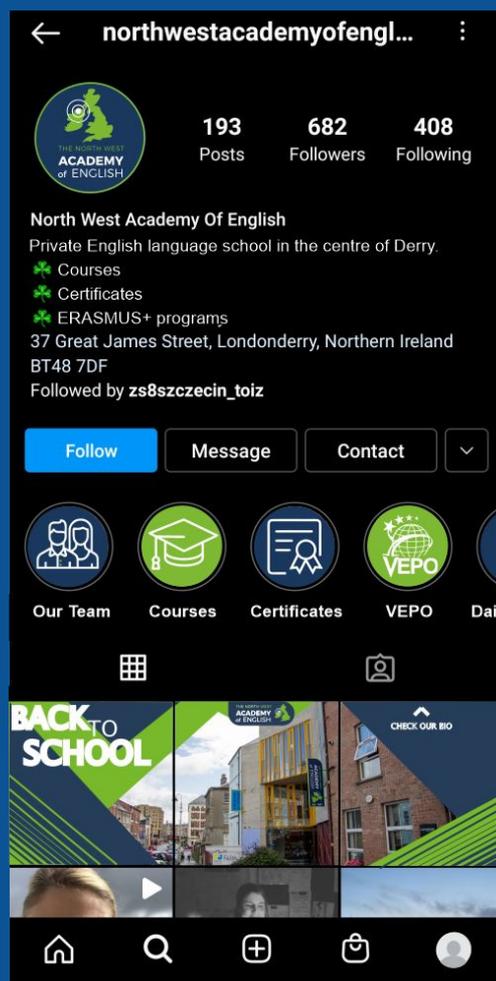
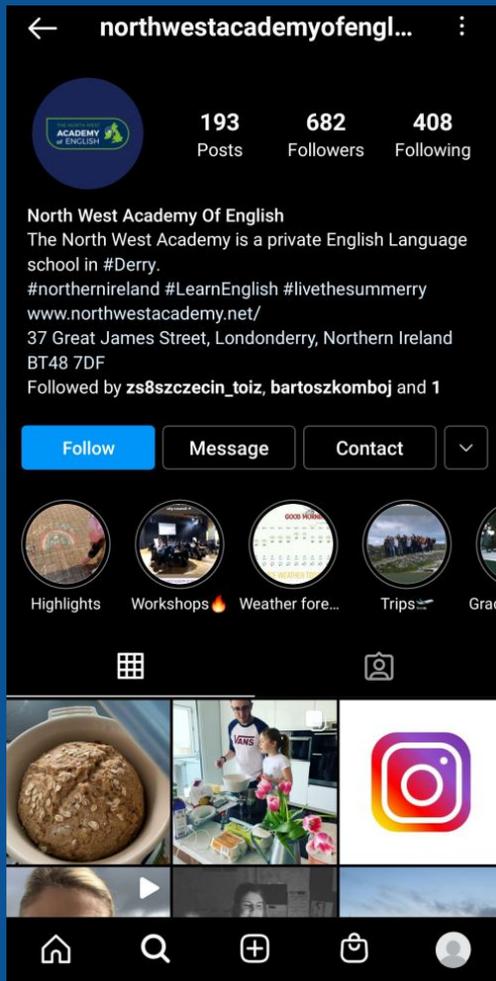




North West Academy's social media content

from the editorial plan



Priority:

More user friendly and readable account, with a creative and professional layout.

Things that changed:

- Description cleaned up
- Icon remixed
- Added icons for highlights, moved more important ones to the left
- introduced posts that consist of a mix of graphics and photos
- introduced posts that connect into 1x3, 2x2 and 2x3 layouts



Guest

COME SEE US!
37 Great James St
Derry



North West Academy of English

@northwestacademyofenglish · Local business

Call Now

Home

About

Instagram

Photos

More ▾

Like

Message





Guest

COME SEE US!

**37 Great James St
Derry**



@NWAcademynet



@nwacademyofenglish



NWAcademy



North West Academy of English

@northwestacademyofenglish · Local business

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North West Academy of English

41 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



COME SEE US!
37 Great James St
Derry



@NWAcademynet



@nwacademyofenglish



NWAcademy



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A 1x3 post to commemorate the refresh of NWA's social media.

Example hashtags : #backfromcovid #openagain #schoolinderry



Instagram

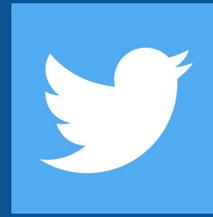
BACK TO SCHOOL

THE NORTH WEST
ACADEMY
of ENGLISH

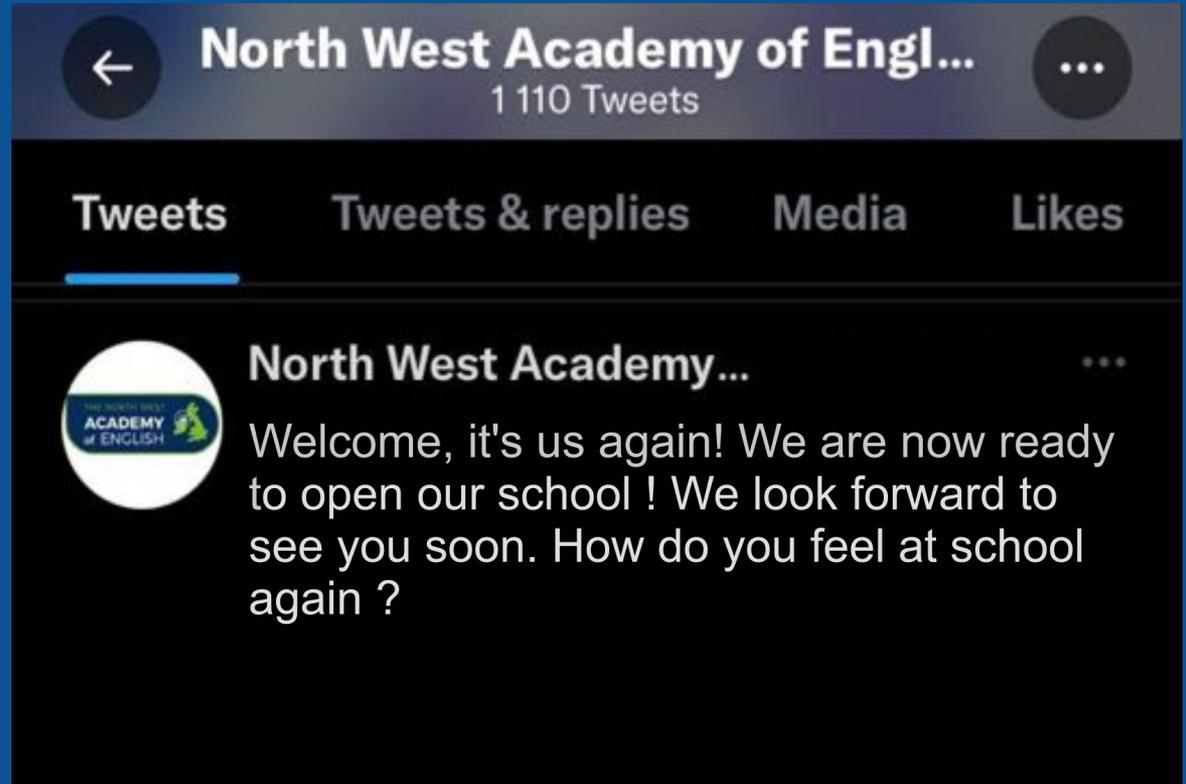


^
CHECK OUR BIO





A short tweet
welcoming students
back to school.





North West Academy of English



20 kwi • 🌐

Hi! After a long time of the pandemic, we`re back at school again. Teachers are looking forward to new students. We hope to see a lot of you this year!



Joanna Rygielska-Barwacz

Udostępniono 6 razy



Lubię to!



Dodaj
komentarz



Udostępnij

facebook

A photo of teachers smiling as they await to see new faces in school.



northwestacademyofenglish



THE NORTH WEST
ACADEMY
of ENGLISH



John McGowan
Managing Director



Francesca Giacomini
Director of Marketing
and Operations



Clare Heaney
Director of Studies



Konrad Radlak
Marketing and
Project Coordinator



Chris McGowan
Accommodation
and Logistics Officer



Catherine Walsh
Brexit Manager



27 likes



Instagram

Introducing:

- Universal Instagram post templates
- More carousel format posts to pack as much information as we can in a singular post
- Instagram highlights with essential information regarding courses and certificates



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THE NORTH WEST
ACADEMY
of ENGLISH



CAMBRIDGE

International Examinations

Key facts

- CEFR level:** C1 [What's this?](#)
- Scale score:** 180–199 [What's this?](#)
- Test format:** Computer or paper-based
- No. of papers:** 4
- Exam length:** About 4 hours



27 likes



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IELTS™

Official Test Centre

Key facts

- Band score range:** 1–9
- Test format:** Paper-based
- No. of papers:** 4
- Length:** About 2 hours 45 minutes



27 likes





facebook

Example description:

Are you thinking of taking an exam? Now you can take them at @northwestacademyofenglish. Check out what exams do we offer and some facts about them just by swiping left!

? Any questions?

→ Contact us now!

✉ Email: info@northwestacademy.net

☎ Tel: Tel +44 28 71 370773 (NI) / Tel +48 2230 74638 (PL)

↗ Social media:

Facebook: @northwestacademyofenglish

Instagram: @northwestacademyofenglish

Twitter: @NWAcademynet

#english #languageschool #nwa #academy #derry



Tweet



North West Academy of English

@NWAcademynet



What do we offer?



The list of certificates you can receive in our school ↓

- Cambridge
- IELTS
- Trinity
- SELT



Do you need more information?



Check out our Instagram!

[instagram.com/northwestacade...](https://www.instagram.com/northwestacade...)

22:36 · 08/09/2021 · [Twitter for iPhone](#)





Clover



Seamair

Meaning

Plant of the genus *Trifolium*, widely cultivated as fodder, Middle English claver, from Old English clafre, clæfre

Example description

Irish Friday. What it is? It's a post where we are gonna to explain some of Irish words, into English words. Today's word is a symbol of Ireland - Clover.

Did you know how to say clover in Galeic? Let us know in comments.

#Irishfriday #Galeic #english #NWA #learning #languages



Clover

English

Seamair

Irish



Etymology of seamair

Seamair  

Origin

Noun

From old Irish „semar”
(clover, shamrock)

Genitive singular seimre,
nominative plural seamra

Derived words & phrases

Seamair bháhan (White clover)

Seamair chre (speedwell)

Seamair choille (wood-sorrel)



Halloween festival



First part of post with pictures of Halloween festival.

In the post are going to be shown photos or pictures from last festivals.



Halloween festival in Derry is back!

A lot of attractions

Fireworks

Playing with fire



The second part of
the post will describe
Halloween festivals



Instagram



Example Instagram story

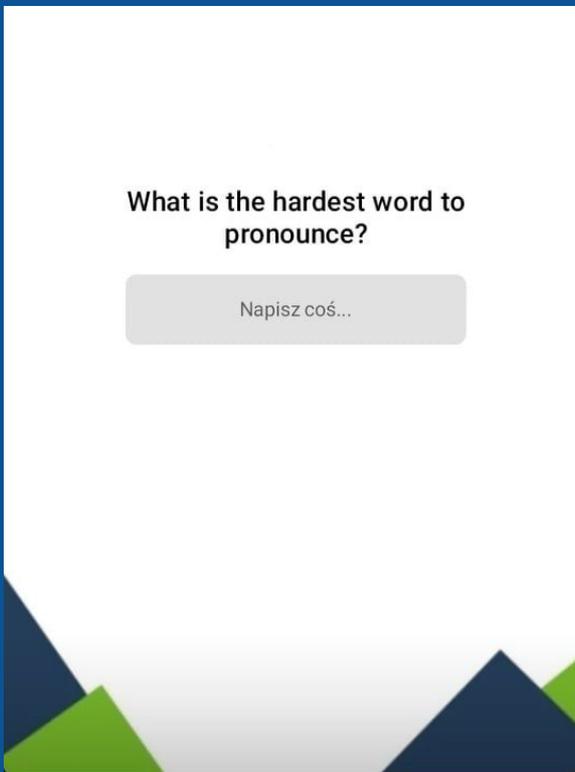
Very open form of interactions with people.
Requires only one tap, and is pretty easy to create.

It can be on any topic.
For example type of questionnaire, or light form of contact
with people.

The best form to ask our target.



Instagram



Example Instagram story

Pretty similar form of contact with our students, as previous one.

But this time can be used as an open question. For example as Q&A which makes possibilities to answer the usual questions for students

It enables direct contact with our students, or even interested people



Example twitter post

Simple, short post, which wants our students to comment their day, or just write something entertaining.

Sometimes we can add little add of our instagram or facebook post.