

**WE ARE
TEACHERS**

SOCIAL MEDIA UPDATE

With over 10 different educator and parent social media channels, we can help you reach your customers where they live, work and play.

facebook

1.8 M
followers*

187.3 M
impressions

169,282
daily engaged users

7.6 M
video views

twitter

409,118
followers*

8.4 M
impressions

242,606
engagements

121,481
link clicks

Pinterest

148,338
followers

7.2 M
viewers

232
education content boards

Instagram

179,000
followers

*Facebook total includes the following Facebook channels: WeAreTeachers, WeAreTeachers Reading, WeAreTeachers Deals, WeAreParents, Teacher Life and School Leaders Now. Twitter totals include WeAreTeachers and School Leaders Now.