



MIT Office of Digital Learning Guide to Promoting MITx on edX Courses

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" MITx on edX 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

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

[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 are 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.

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

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)


MITx Course Team Marketing Worksheet

Course Teams should complete this form when ready to market their course. Please refer to the ODL Guide to Promoting MITx Courses for more information on marketing activities. Please contact your PM with any questions.

MITx Course Title *

MITx Course Number *

Launch Date *



Lead Faculty Member *

Is this course new or a rerun? *

About Page link *

MITx Project Manager *



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Faculty Communication on Social Media







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APPENDIX B: EdX Promotions

edX Website

 [HOW IT WORKS](#) [FIND COURSES](#) [SCHOOLS & PARTNERS](#) [REGISTER](#) [LOG IN](#)



[Back to schools and partners](#)

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 residential courses in the Institute's five schools and 33 academic disciplines. Browse MITx courses below.

XSeries Programs


MIT is proud to offer XSeries programs, related sequences of MITx courses within a specific domain. Current XSeries programs include Aerodynamics, Foundations of Computer Science and Supply Chain Management. Courses for XSeries programs are offered using the edX ID [verification](#) system. [Learn more about XSeries programs from MITx.](#)

7.00x: Introduction to Biology - The Secret of Life

Explore the secret of life through the basics of biochemistry, genetics, molecular biology, recombinant DNA, genomics and rational medicine.

STARTS: 17 Jun 2014 INSTRUCTORS: Eric S. Lander MITx

[learn more](#)




7.QBWx: Quantitative Biology Workshop

A workshop-style introduction to tools used in biological research. Discover how to analyze data using computational methods.

STARTS: 10 Jun 2014 INSTRUCTORS: Collaborative MITx

[learn more](#)




2.01x: Elements of Structures

A first course on statics and on the mechanical behavior of structural elements.

STARTS: 3 Jun 2014 INSTRUCTORS: Simona Socrate MITx

[learn more](#)




8.MReVx: Mechanics ReView

Mechanics ReView is an MIT-level introductory mechanics class emphasizing a strategic problem-solving approach. It covers the same syllabus topics as the Advanced Placement **Mechanics-C** course.

STARTS: 29 May 2014 INSTRUCTORS: David E. Pritchard MITx

[learn more](#)




MAS.S69x: Big Data and Social Physics

Understanding big data, how to use it to improve companies, cities, and government, and best-practice for privacy

STARTS: 12 May 2014 INSTRUCTORS: Alex Pentland MITx

[learn more](#)





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edX Tweets

edX retweeted

MIT @MIT · 15h

Learn principles of #edtech and game design with @edXonline MOOCs
mitsha.re/1o9NVSQ via @EducationArcade

27 33

edX retweeted

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

2 5

edX @edXonline · Sep 16

"When we observe the world, scale is everything." Learn Effective Field
Theory from MIT starting today: ow.ly/ByAd6 #EFTx

10 15


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

35 49

[View summary](#)

Faculty led Reddit AMA

 **reddit** EDTECH comments related other discussions (1)

 **I am Eric Klopfer, MIT professor, learning game designer, and director of an educational technology research lab. AMA.** (self.edtech)
submitted 21 hours ago · by profklopfer

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-2686>

Proof <https://twitter.com/eklopfer/status/524601805523914752>

170 comments share

all 170 comments



APPENDIX C: MIT ODL Promotions

ODL Blog

[Home](#)[About](#)[Faculty](#)[Students](#)[Help](#)[In the News](#)[Research](#)[xTalks](#)[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 realness to the material being covered. It was a great way to bring some of the flavor of MIT to the online students.



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MIT OCW Google Ads

New from **MITx**



9.01.1x Light,
Spike, and Sight:
The Neuroscience
of Vision

Class starts
November 18

Register now
on edX.



MITx

6.00.2x
INTRODUCTION
TO
COMPUTATIONAL
THINKING
AND DATA
SCIENCE

Classes Start
October 21st

Register now on edX

MITx on edX Facebook



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MITx MITx on edX shared a link.
October 28

Want to up your game and prepare for 11.126x? Check out these resources on OCW. <http://ocw.ly/DbjYc>



Current MITx Courses | MIT OpenCourseWare | Free Online Course Materials
ocw.mit.edu

Why do materials deform and break? How does nature engineer materials to be light yet stiff and strong? Find...

Like · Comment · Share

1 Share

2 people like this.

MIT OCW Facebook



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MIT OpenCourseWare shared Consulate General of France in Boston's status.
September 17 · Edited ·

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 22 countries) selected to do a Bootcamp #MIT on how to create a #startup. He was among 55000 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>



Like · Comment · Share

1 Share

10 people like this.



Yoni Dayan Let's replicate the experiment and develop this model 🙌

September 17 at 5:40pm · Like



Margaret Kelly Have been a fan and supporter of this wonderful program for years.

September 17 at 11:40pm · Like · 1



Write a comment...



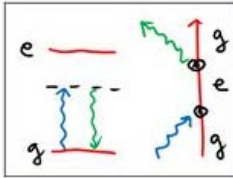
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MIT OpenCourseWare shared a link.
October 28

"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/DbIzR>



Atomic and Optical Physics II

ocw.mit.edu

This is the second of a two-semester subject sequence beginning with Atomic and Optical Physics I (8.421) that provides the foundations for...

Like · Comment · Share

15 Shares

47 people like this.

MIT OCW Twitter



MIT OpenCourseWare @MITOCW · Oct 29

Sensory Systems, a brand new course (with video lectures!) on @MITOCW. ow.ly/DtYHj



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View more photos and videos



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.