10 Things You Can Do to Help Promote Your MOOC

We've collected ten best practices from faculty teaching courses on edX, and included them here as examples of things you can do to help build awareness and registration for your MOOC. If you've had success with a particular tactic, please share it with us!

1. **Leverage your institution's existing networks**. Work with your institution to help promote the MOOC through the alumni office, your department communications channels and to your institution's employee community through HR learning and training channels. Homepages, newsletters, bulletins, news round-ups and alumni magazines are great channels to help get the word out about your MOOC. Additionally, does your MOOC have prerequisites? Is it related to other MOOCs you have offered in the past or in the same discipline or department? Email your previous edX students who may be interested in this new course and encourage them to enroll.

2. **Engage your professional network and colleagues**. Reach out or work with edX to engage colleagues, influencers and professional associations who may be interested in sharing news about your MOOC.

   . Here's an example where edX contacted a professor's publisher and asked them to promote through their social channels:

3.

4. **Embrace social media**. Do you have a social media presence? Does your school or institution? Utilize both to help promote your MOOC, and edX will share as well to engage our social media audiences to amplify awareness.

    . Example Tweet from edX member Inter-American Development Bank (IDBx) :

        5.

6. **Link, link, link**. Include links to your MOOC wherever your biography appears (personal websites, departmental websites, social media profiles, speaker agency) and make sure to mention and link to your MOOC on any website you manage (Wikipedia, book websites, etc.).

    . Example: ColumbiaX The Civil War and Reconstruction Professor Eric Foner's Wikipedia Page

7. **Add your MOOC to your byline**. Do you regularly contribute pieces to publications? Make sure to update your byline to include a mention and link to your MOOC.

   . Example: TIME Magazine Op-Ed by Mark Kukis, BUx The War for the Greater Middle East

8. **Contribute to the edX blog**. EdX can work with you to develop a 500 to 700-word post that offers insight into your MOOC (why you are excited to teach on edX.org; what do you hope students learn and what do you hope you will learn; are there interesting course innovations or fun anecdotes?) and intrigues learners to find out more.

    . Example: TU Delft edX blog post Want to Learn about Water and Climate? Rubber Duckie to the Rescue!

9. **Highlight bite-sized original content**. Original content is king. Are there bite-sized pieces of content from the MOOC that edX can feature? Infographics, short problem sets, fun or insightful questions are all great assets to share via social media, online media or on the edX blog to engage learners.

    . Example: UC Berkeley Science of Happiness Infographic and MITX Mechanical Behaviors of Materials Guokr.com Video

10. **Think of your MOOC as part of your body of work**. Reference your MOOC in the same way you would mention a publication and leverage the same channels to promote your MOOC as you would use to promote a book.

11. **Publicize your MOOC in media.** Mention your MOOC--and that it can be found on edX.org--in media interviews, speaking engagements and original articles. Is your TV or radio interview then posted online? The editors or producers may be able to link to the MOOC on the website—just ask or edX is happy to make the request.

  . Example: BUx Professor Andrew Bacevich on Rachel Maddow mentioning his MOOC, The War for the Greater Middle East:
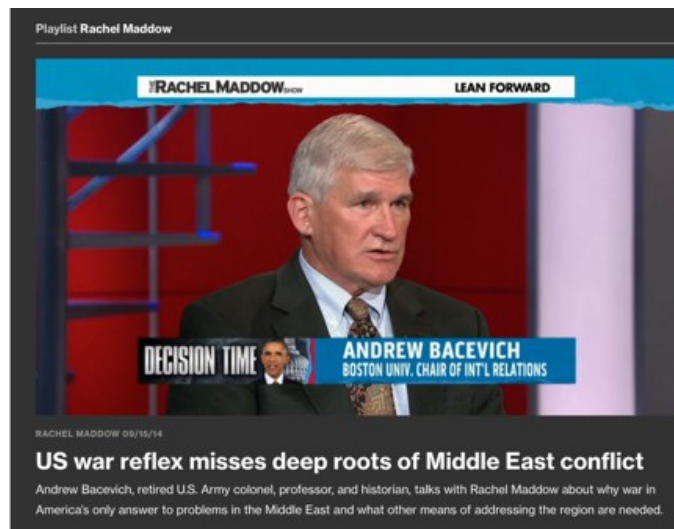
12.

13. **Participate in an AMA (Ask Me Anything) conversation on Reddit.com**. Reddit—known as the front page of the Internet—attracts millions of people daily with far ranging interests and expertise. EdX can work with you to target sub-Reddit (science, history, politics, etc.) audiences that best fit your MOOC and engage in an online Q&A with readers.

14. Example: [Anant Agarwal's Reddit AMA](...)

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