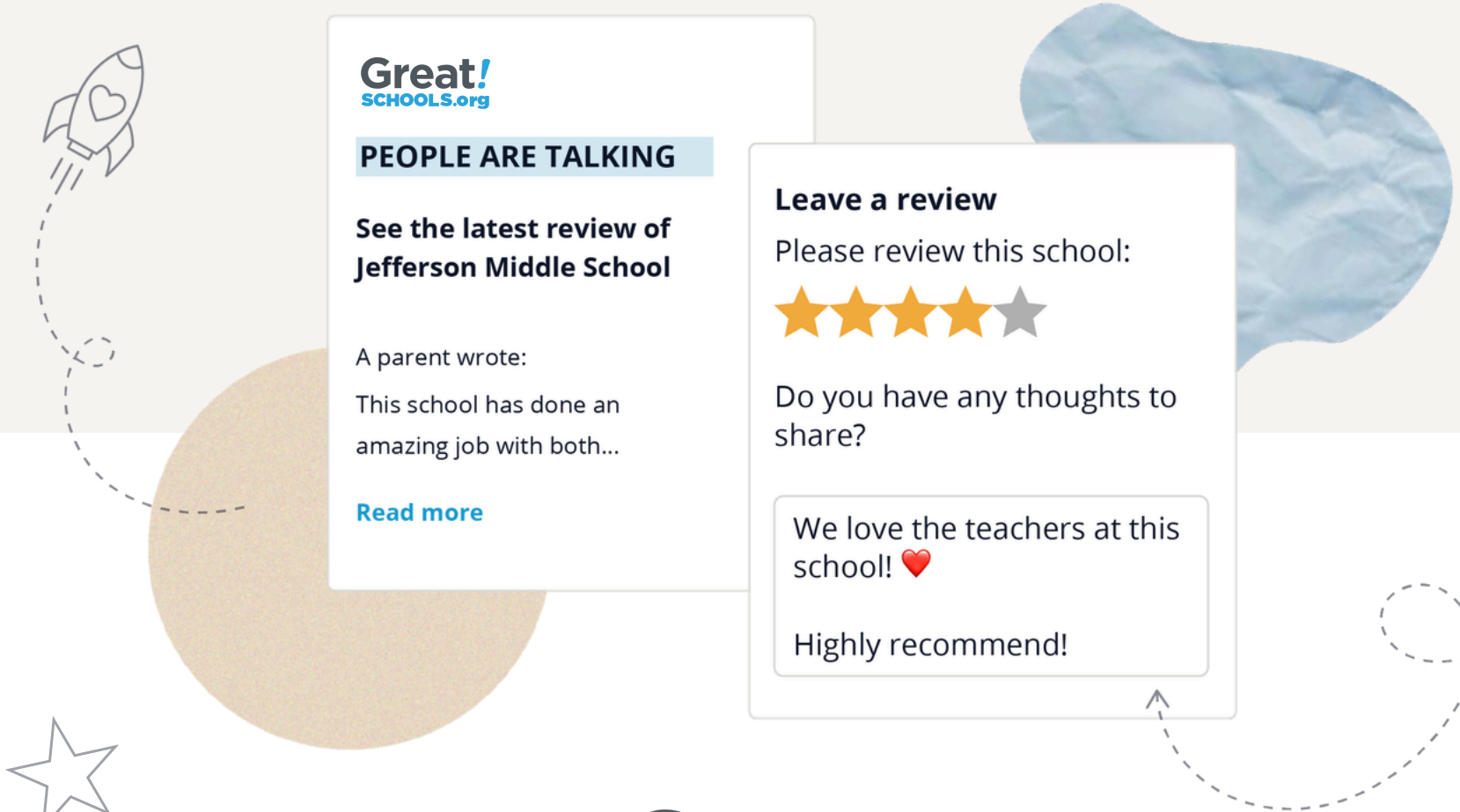
School reviews campaign toolkit

A simple 2-week plan to strengthen your school's online reputation and support enrollment



Great! SCHOOLS.org

Why run a review campaign?

When families explore schools, they look beyond performance data. They search online, compare options, and read what current families say about their experience.

Today, search results often surface AI-generated summaries that pull from publicly available information, including reviews. The quality and recency of that feedback can shape how your school is perceived.

This matters even more as enrollment challenges grow. It's increasingly important to help families quickly understand your school's strengths and what makes it unique.

In short, reviews influence perception. Perception drives enrollment.

A steady flow of recent, honest reviews helps:

- Show families what your school is really like
- Highlight strengths during enrollment season
- Improve how your school appears in search results and AI-generated summaries
- Ensure your online presence reflects your school today — not outdated impressions
- Provide authentic language for tours, open houses, and marketing

This toolkit makes it easy to invite new reviews — without adding significant workload.

Take a deeper look at why reviews matter now more than ever.

LEARN MORE

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The 2-week campaign plan

Best times to run a review campaign:

Schools see the strongest results when outreach aligns with natural family touchpoints.

Consider running your campaign:

- 4–8 weeks before enrollment season
- Immediately after open house
- After conference week
- Following a major event or showcase
- After leadership or program updates you want reflected online
- At the end of the school year

If enrollment is a priority this year, plan your campaign before peak application season so prospective families see the most current feedback.



Total time commitment: About 30–45 minutes

Goal: Increase recent, representative reviews so prospective families see a current, balanced picture of your school.

Before you start (10 minutes):

- Claim your school so you can respond to reviews and update your profile.
- Find your school profile and copy the direct "Write a Review" link.
- Generate a QR code for easy scanning (optional).
- Note your current number of reviews.

Week 1

Day 1	Day 2	Day 3	Day 4	Day 5
Launch email Send an initial message to all families.		**Social post** Post on your social media channels.		**Add to newsletter or weekly update** Include a short reminder and QR code.

Week 2

Day 1	Day 2	Day 3	Day 4	Day 5
Reminder email Send a short reminder email.		**SMS or event mention** Send a text message or remind families at an event.		**Final reminder** “Last chance to leave a review.”

Copy-and-paste message bank





A.
Launch email



B.
Social media post



C.
Newsletter blurb



D.
Reminder email



E.
SMS version



A. Launch email

Subject: Help future families learn about [School Name]

Hi [First Name],

As families explore schools in our area, many read online reviews to better understand what a school is really like.

If you have a few minutes, we invite you to leave a review of your experience at [School Name] on GreatSchools. Your feedback helps prospective families get a clearer picture of our community.

Leave your review here: [Link]

You might consider writing about:

- How your child feels supported
- What stands out about our culture
- Communication with families
- What you would want a new family to know
- Areas where we can continue to improve

For more guidance, you can also take a look at GreatSchools' tips for writing a useful school review.

Thank you for being part of our school community,

[Name], [Title]
[School Name]

B. Social media post

Families researching schools often read parent reviews on GreatSchools.org to understand day-to-day experiences. If you would like to help future families learn about [School Name], please consider leaving a review: [Link]



[Customize your post with our template]

C. Newsletter blurb

Help future families learn about our school
Prospective families often read online reviews when researching schools. If you're willing, please leave a review of [School Name] on GreatSchools: [Link]



D. Reminder email

Subject: Quick reminder: GreatSchools review

Hi [First Name],

Just a quick reminder to consider leaving a review for [School Name] on GreatSchools. It takes about 2–3 minutes and helps families understand what makes our community unique.

Leave your review here: [Link]

Thank you for your time.



E. SMS version

Have 2 minutes? Please consider leaving a GreatSchools review for [School Name]. Your feedback helps families learn what our community is like: [Link]

How to respond to reviews

Reviews are a conversation. Responding professionally shows leadership and care.
If you haven't already, claim your profile so you can reply to community reviews.

Check reviews weekly or biweekly during your campaign.

Use this simple structure:

Acknowledge
"I'm sorry this was your experience."

Align
"We want every family to feel supported."

Act
"Here's what we're doing or how we handle this."

Take it offline
"Please contact [role/email] so we can follow up."

Keep responses brief and professional.
Avoid defensiveness or sharing personal details.

Remember: prospective families are reading your response as much as the review itself.

Additional resources:

- Need more detailed guidance on responding to difficult reviews? See: FAQ: How to handle negative reviews.
- For a full overview of review standards and moderation policies, see the GreatSchools School Review & Community Guidelines.

After the campaign:
Turn reviews into enrollment assets

Once you've added recent reviews, you can use them in your own communications.

Use review language in:

- Open house slides
- Tour talking points
- Enrollment packets
- Website testimonials
- Social media posts
- School presentations

Look for patterns in what families mention most. Those themes often reflect your strongest differentiators.

Examples:

- "Strong communication"
- "Supportive teachers"
- "Safe and welcoming environment"
- "Challenging academics"
- "Strong arts or extracurricular programs"

Authentic language from families often resonates more with prospective parents than polished marketing copy.

This turns your review campaign into both a reputation strategy and an enrollment support tool.

Simple tracking sheet

Before campaign:

- Total reviews: _____

After campaign:

- Total reviews: _____
- New reviews added: _____
- Common themes noticed: _____

Optional reflection:

What did we learn from parent feedback?





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