



Charter.

SOCIAL MEDIA CONTENT GUIDE

Utilising Social Media

This social media plan is designed to help primary schools showcase their community, celebrate achievements and engage with families effectively. By following this structured approach, schools can enhance their online presence and build a stronger connection with current and prospective families.

OBJECTIVES

Increase Admissions

Attract prospective families by highlighting the school's values, achievements and community spirit.

Strengthen Community Engagement

Encourage interaction with parents, students and staff through engaging and informative content.

Enhance School Reputation

Showcase the school's excellence in academics, sports and extracurricular activities to build a positive image.

APPROACH

- Posting Frequently
- Content Categories
- Week-by-Week Posting Schedule

OUTCOMES

Higher Engagement

Increased interactions with parents, students and the wider community.

Improved Admissions Interest

A stronger online presence to attract new families to the school.

Stronger School Identity

A well-rounded representation of the school's culture, achievements and values.

CONCLUSION

This plan helps primary schools create a consistent and engaging social media presence that involves the community and showcases school life. Regular, meaningful posts can strengthen community connections and boost the school's reputation.

FURTHER SUPPORT

 ben@diddle.co.uk



Plan of action

POSTING FREQUENTLY

- Aim for 3–5 posts per week across social media platforms.
- Maintain a balance between different content categories to showcase school life effectively.

CONTENT CATEGORIES & KEY EXAMPLES

ENRICHMENT

- After-school clubs
- Outdoor learning activities
- Music, drama and creative arts
- Field trips and educational visits

EVENTS

- School fairs
- Parent's Evening
- Charity and fundraising events
- Themed school days (e.g., World Book Day, Science Week etc.)
- Guest speaker sessions

LEARNING

- Classroom highlights
- Interactive learning techniques
- Student projects and creativity
- Literacy and numeracy initiatives
- PSHE

FAITH & VALUES

- Assemblies and reflections
- Celebrations of diversity and inclusion
- Religious and cultural celebrations
- British Values
- Community service projects

SPORTS

- Sports day highlights
- PE and team practices
- Achievements in local competitions
- Healthy lifestyle initiatives
- Fun physical activity challenges

STAFF SPOTLIGHT

- Teacher introductions and recognitions
- Behind-the-scenes staff efforts
- Professional development days
- Staff achievements and milestones
- Day-in-the-life features

ACHIEVEMENTS

- Star of the week
- Competitions and awards
- Personal growth stories
- Pupil-led initiatives and projects (e.g., student council)



Week-by-week posting schedule

WEEK 1

MON	TUES	WEDS	THURS	FRI
LEARNING	SPORTS			ENRICHMENT

WEEK 2

MON	TUES	WEDS	THURS	FRI
	FAITH & VALUES	STUDENT ACHIEVEMENT		EVENTS

WEEK 3

MON	TUES	WEDS	THURS	FRI
LEARNING	ENRICHMENT	SPORTS	STAFF SPOTLIGHT	

WEEK 4

MON	TUES	WEDS	THURS	FRI
	EVENTS	SPORTS	FAITH & VALUES	STUDENT ACHIEVEMENTS



Key national events 2026

Month	National Event	Content Idea
January	National Storytelling Week	Share pupil storytelling sessions or favourite book recommendations
February	Safer Internet Day (10th February)	Post internet safety tips and online responsibility discussions
March	World Book Day (5th March) & World Poetry Day (21st March)	Showcase creative book character costumes, reading challenges and reciting poems
April	Earth Day (22nd April)	Share eco-friendly school initiatives and nature-based learning
May	Mental Health Awareness Month	Promote mindfulness activities and self-care tips
June	Healthy Eating Week (10th June - 14th June)	Share fun and nutritious school meals or healthy snack ideas
July	Sports Week, 6 th July - 12 th July (Varies, often linked to National School Sports Week)	Highlight fun physical activities and sports achievements
August	Summer Holidays (Encourage sharing summer learning ideas)	Suggest educational summer challenges or reading lists
September	National Fitness Day (23rd September)	Organise a fitness challenge or active playground activities
October	Black History Month (All of October) & National Teacher's Day (5th October)	Feature historical figures, pupil's artwork Teacher appreciation posts
November	Remembrance Day (11th November), Anti-Bullying Week (16th November - 20 th November), Diwali (8 th November), Guy Fawkes Bonfire Night (5 th November)	Pupil's reflections on history, creating a poppy wreath Promoting kindness campaigns Diwali community celebrations / activities Bonfire night safety
December	Christmas Jumper Day	Festive classroom activities, charity contributions, holiday spirit sharing



Educational Resources, Holidays & Tips

HOLIDAYS

Easter

Share student-crafted Easter decorations and storytelling about traditions.

Halloween

Feature costume contests, creative pumpkin carvings and spooky reading lists.

Bonfire night

Post firework safety tips and historical significance discussions.

Christmas

Highlight school holiday performances, festive crafts and giving-back initiatives.



GENERAL TIPS

- Share seasonal learning resources and activities.
- Encourage interactive posts such as quizzes and challenges.
- Use engaging visuals and videos to increase engagement.
- Continue using relevant hashtags



Social Media Posting checklist

CONTENT AND PERMISSIONS

- Confirm you have permission to use every image, video, name and quote.
- Check parent or carer consent for any pupils shown.
- Ensure staff have agreed to appear if they are featured.
- Avoid sharing anything that could identify a vulnerable pupil.

ACCURACY AND QUALITY

- Check spelling and grammar.
- Make sure facts, dates and names are correct.
- Ensure the message is clear and doesn't need extra explanation.

SAFETY AND PRIVACY

- Remove visible name badges, pupil work with surnames, or location clues.
- Check the background for anything inappropriate or confidential.
- Avoid posting live from events unless approved.

tone and style

- Keep the tone positive and neutral.
- Avoid anything that could be read as political or promotional.
- Ensure hashtags and emojis are suitable for a school audience - search them before using!

BRAND AND STRATEGY

- Follow the school's style guide if there is one.
- Use approved logos and colours.
- Check the post fits the school's communication plan or schedule.

Timing and Scheduling

- Post at an appropriate time for parents and community audiences.
- If comments are allowed, post at a time someone is able to monitor any responses.
- Avoid posting too many updates in quick succession.

FINAL CHECKS

- Verify links work and lead to safe, trusted pages.
- If you are tagging in the Trust or another school or community partner, check you have the right link or handle before posting.
- Ensure accessibility: add alt text for images and clear captions for videos.
- Ask a colleague to read it if it's sensitive or important.
- When posting, adhere to your school's plan around allowing or turning off comments.

Setting Up Facebook, Meta Business Suite & Linking Instagram

1 PREPARE THE ESSENTIALS

- **Choose page admins** — at least **two** trusted staff members
- **Use real personal Facebook profiles** (it's no longer recommended that you create a fake "school admin" account)
- **Gather school branding** — logo, cover image, bio, website, contact details

3 SET UP META BUSINESS SUITE

- Visit **business.facebook.com**
- **Add your Facebook Page** to Business Suite
- **Add staff** under Settings → People
- **Assign roles:** Admin / Editor / Moderator / Analyst
- Turn on **two factor authentication** for all admins

5 LINK INSTAGRAM TO FACEBOOK VIA BUSINESS SUITE

- In Business Suite, go to **Settings** → **Business Assets** → **Instagram Accounts**
- **Log in** to your school's Instagram
- Approve connection
- **Link it to your school Facebook Page**

7 FINAL SCHOOL-SPECIFIC CHECKS

- **Branding consistent** across both platforms
- **Permissions** reviewed and recorded
- **Safeguarding rules** applied (no pupil images without consent)
- Posting schedule set up in Business Suite
- **Admin access reviewed each term**

2 CREATE THE SCHOOL'S FACEBOOK PAGE

- **Log in to a personal Facebook profile**
- Go to **Menu** → **Page**
- Enter: School **name**, **Category:** Primary School / Education, Short **bio**
- Add: **Logo** (profile photo), **Cover image**, **Website**, **phone**, **email**, **address**
- Select a **call to action** button (e.g., Call Now, Email)

4 PREPARE YOUR INSTAGRAM ACCOUNT

- **Ensure it's a Professional (Business) account**
- Update profile: School **logo**, **Bio**, **Website** link, **Contact** details

6 CONFIRM EVERYTHING IS CONNECTED

- **Facebook** Page appears in **Business Suite**
- **Instagram** account appears under **Business Assets**
- **Inbox shows messages from both platforms**
- Planner shows **posting options for both**
- **Staff roles** are correct and secure