

Top 10 School Social Media Mistakes (and how to fix 'em!)

Let's get your social media accounts in tip-top shape! Here are the most common mistakes schools are making with their social media accounts, plus tips for how to fix them today.

MISTAKE #1

NO STUDENT OR STAFF PHOTOS ON YOUR FACEBOOK COVER

Create a custom graphic that highlights photos of people within your school. Change the design every few months so different programs, students, and staff can be featured.

MISTAKE #3

NOT POSTING DAILY

The bare minimum should be once a day during the work week, but you can post more than that, too! Social media features are one of the easiest ways to fill in your social media content calendar.

MISTAKE #5

DISPROPORTIONATELY FEATURING SPORTS

Make a list of clubs, organizations, teams, and special interest groups that exist within your district. Do your best to reach out to the leaders of those groups to get stories from them!

MISTAKE #7

SKIPPING EMOJIS IN YOUR POSTS

Engagement is the name of the game, and using emojis can increase engagement on your social media posts by 25-57%! They add a dash of personality and fun and also help your posts stand out.

MISTAKE #9

AVOIDING INSTAGRAM

We surveyed schools and found that 80% are active on Instagram. Use Instagram to connect with students, young parents, and beyond. With Meta Business Suite, posting to both Facebook and Instagram is simple.

MISTAKE #2

USING SOCIAL MEDIA AS A BULLETIN BOARD

Scan your last 10 social media posts. At least eight of these should be celebratory! Prioritize posting storytelling content that features students and staff and use direct communication methods for announcements.

MISTAKE #4

TRYING TO MANAGE TOO MANY CHANNELS

If you're trying to be on every platform possible or managing multiple accounts on one platform, you're probably overwhelming yourself and your audience. Some schools still only use Facebook, and that's OK.

MISTAKE #6

SHARING GRAPHICS WITH LOTS OF TEXT

If you have a lot of text on your graphics, it can be very challenging to read on a cell phone. Focus on simple, easy-to-read text and put most of the details in the post caption.

MISTAKE #8

ALLOWING BOTS TO SPAM YOUR COMMENTS

Use Moderation Assist in your professional dashboard on Meta. You can configure your settings to automatically hide comments with links or from users who are likely bots.

MISTAKE #10

WORRYING ABOUT BEING PERFECT

"Posted is better than perfect and unpublished." – Ren Luebbering

Don't let analysis paralysis stymie your social media efforts. A great photo and celebratory caption will go a long way!