JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Private Schools

A ready-to-use posting calendar, captions, and tips

Free resource from JP Marketing · jpmarketing.co · Updated November 2026

Why post on social at all?

Social media won't always bring in families the same day. But it does 3 big things:

1. **Builds trust.** People check your Facebook or Instagram before they call.
2. **Keeps you top of mind.** When they need a private school, they remember you.
3. **Feeds search.** Videos and posts can show up in Google, and people now search on TikTok, YouTube, and Instagram like they search on Google.

You don't need to be on every app. Pick **2**. For most private schools, that's **Facebook + Instagram**, then add **TikTok or YouTube Shorts** if you like making videos.

Words to know

Word	What it means
Reel / Short	A short vertical video (under 90 seconds).
Carousel	A post with several photos or slides you swipe through.
Story	A post that disappears after 24 hours.
Hook	The first line or first 2 seconds that make people stop scrolling.
Engagement	Likes, comments, shares, and saves.
Batching	Making lots of posts at one time.

Your 5 content buckets

Rotate through these so you never run out of ideas:

Content bucket	What it is
Student life	Real moments in class, sports, and arts (consent!).
Academics	Projects, results, cool lessons.

Content bucket	What it is
People	Teachers, staff, alumni stories.
Admissions	Events, deadlines, tours.
Community and faith	Service, chapel, traditions.

Your 30-day posting calendar

Post 5 days a week if you can. 3 is fine too. Just be steady.

Day	Format	Idea
1	Reel	First day of school hallway walk
2	Photo	Open house invite
3	Carousel	Why families choose us (5 reasons)
4	Video	Head of school welcome
5	Reel	Science lab experiment
6	Photo	Big game win
7	Carousel	Admissions timeline
8	Video	Teacher spotlight
9	Reel	Robotics club in action
10	Photo	Art show piece
11	Carousel	Tuition and aid FAQs
12	Video	Student tour guide shows campus
13	Reel	Spirit week moments
14	Photo	Service project
15	Carousel	College acceptance map
16	Video	Alumni: where are they now?
17	Reel	A day in kindergarten

Day	Format	Idea
18	Photo	Teacher appreciation
19	Carousel	Questions to ask on a tour
20	Video	Coach talks about team culture
21	Reel	Theater rehearsal sneak peek
22	Photo	Shadow day welcome
23	Carousel	Bus routes map
24	Video	Parent testimonial
25	Reel	Chapel worship (if faith-based)
26	Photo	Library reading corner
27	Carousel	Clubs list
28	Video	Senior signing day
29	Reel	Graduation highlights
30	Photo	Thank you families

Sample captions you can copy

> Open House is Jan 26! Come walk our halls, meet our teachers, and see why families drive from Brentwood and Spring Hill. RSVP link in bio.

> Our 4th graders built working catapults today and learned about force and motion. Who had the longest launch? (Spoiler: it hit the ceiling.)

> Meet Mr. Davis. 18 years teaching science, robotics coach, and a big reason our grads choose engineering. Thank you, Mr. D!

How to make posts fast

1. **Batch it.** Pick one hour a week. Shoot 5 to 10 short videos and photos at once.
2. **Use your phone.** Good light + steady hands = good enough.
3. **Talk to one person.** Pretend you're explaining to one family.
4. **Hook in 2 seconds.** Start videos with the most interesting part.
5. **Add captions on videos.** Lots of people watch with sound off.
6. **End with one simple ask.** Save this, share this, or book a campus tour.

Easy video ideas (no fancy editing)

- Answer one question you get every week
- Show a 'before and after' (with permission)
- Introduce one team member
- Walk through your space or your work
- Bust one myth
- Share one quick tip
- React to a common mistake you see

Hashtags and location

- Use 3 to 5 hashtags. Mix local and topic tags, like #Franklin and #PrivateschoolTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Private Schools

> **Important:** Photo releases for every student. No full names with faces for younger kids. Don't share private student info (FERPA-style care even if not required).

Turn posts into leads

- Put your booking link in your bio
- Pin your best review or offer to the top of your profile
- Reply to every comment and message within a day
- Turn your best posts into Google Business Profile posts too
- Use a free resource (like a checklist) to collect emails

Monthly checklist

- [ ] Planned the month's 20+ posts
- [ ] Batched videos and photos
- [ ] Scheduled posts (Meta Business Suite is free)
- [ ] Replied to all comments and messages
- [ ] Reused the top 4 posts on Google Business Profile
- [ ] Checked which posts got the most saves and shares

Common questions

Do I have to show my face?

No, but faces build trust fast. Even a short hello from the owner helps.

What if nobody likes my posts?

That's normal at first. Keep going for 90 days. Look at which posts get saves and shares, and make more like those.

Should I pay to boost posts?

Only your best posts, with a small budget, aimed at your local area.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.