JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Montessori Schools

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

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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 Montessori 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 Montessori 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
Inside the classroom	Materials, work, and calm moments (consent for faces).
Montessori explained	Short, simple explainers for new parents.

Content bucket	What it is
Montessori at home	Easy ideas parents can try.
Meet the guides	Teacher spotlights.
Community and events	Open houses, celebrations, enrollment.

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	A morning work cycle in 30 seconds (hands only)
2	Carousel	What is Montessori? 5 slides
3	Photo	Our toddler classroom
4	Video	Head of school: why we love Montessori
5	Carousel	Montessori at home: 5 kitchen jobs
6	Reel	Pink tower and brown stair close-up
7	Story poll	Does your toddler love to 'help'?
8	Video	Meet Ms. Ana, toddler guide
9	Carousel	Questions to ask on a school tour
10	Photo	Garden harvest
11	Reel	Kids setting the snack table
12	Carousel	Montessori vs. traditional preschool
13	Video	Parent testimonial (with permission)
14	Photo	Open house invite graphic
15	Reel	Golden beads: how kids 'see' math
16	Carousel	Simple chores by age
17	Video	Tour of our elementary class

Day	Format	Idea
18	Photo	Teacher training day
19	Reel	Grace and courtesy lesson
20	Carousel	Tuition FAQs
21	Video	What happens in the kindergarten year
22	Photo	Outdoor play
23	Reel	Sandpaper letters: learning to read by touch
24	Carousel	Montessori toy guide
25	Video	Summer camp sneak peek
26	Photo	Enrollment is open graphic
27	Reel	Peace table: how kids solve problems
28	Carousel	Is my child ready for preschool?
29	Video	Parent night recap
30	Photo	Thank you to our families

Sample captions you can copy

> Why do Montessori toddlers pour their own water? Because 'I can do it myself' is one of the best feelings in the world. Spills are part of learning. #MontessoriCary

> Tours are open for fall! Come see our calm, hands-on classrooms in Cary. Tuesdays and Thursdays at 9:30. Book through the link in bio.

> Try this at home: give your child a small pitcher and a cup at snack time. Pouring builds focus and hand control, and kids LOVE it.

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 school 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 #Cary and #MontessorischoolTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Montessori Schools

> **Important:** Signed photo releases for every child shown. Never post a child's full name with their face. Be careful with location tags on posts showing kids.

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.