# School Year Content Plan

A ready-to-use content calendar for UK schools
(Autumn Term)

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# Introduction

**Welcome to your complete content calendar for the autumn term!**

As marketing specialists working with schools across the UK, we understand the challenges of maintaining consistent, engaging communication with your school community. Many schools have limited resources, stretched budgets, and minimal dedicated marketing support.

That's why we've created this practical content plan – to help you navigate the busy autumn term with confidence, showcasing the very best of your school without overwhelming your team.

**This resource includes:**

- A monthly content calendar for September through December
- Ready-to-use content ideas for each week
- Channel recommendations for maximum impact
- Safeguarding considerations for content creation
- Bonus tips to enhance your school's online presence
- Blank templates for your own planning

**Shall we get started?**

# Safeguarding considerations for school content

**Before diving into content creation, as you'll know it's crucial to establish clear safeguarding protocols:**

Essential safeguarding guidelines:

- Obtain written consent from parents/carers before sharing any images or videos of pupils
- Create a consent register tracking which students cannot be featured in marketing materials
- Avoid using students' full names when posting images (first names only where appropriate)
- Never tag children in social media posts
- Communicate photography plans in advance for school events
- Brief external photographers on safeguarding policies
- Review all content through a safeguarding lens before publishing
- Establish approval workflows for content featuring children
- Consider generic shots (hands, backs of heads, group images from a distance)
- Store consent forms securely in compliance with GDPR

**Practical tip:** Create a simple shared document or spreadsheet identifying which students cannot appear in marketing materials, and ensure all staff involved in content creation have access.

# September: New beginnings

**Key themes:** Welcome back, new starters, establishing routines, introducing curriculum

## Monthly content calendar

| Week | Content Theme | Content Ideas | Channels |
|---|---|---|---|
| **Week 1** | Welcome Back | • Welcome message from Headteacher<br>• First day photos (shared securely)<br>• Reminders about term dates and procedures<br>• New staff introductions | Website news<br>Email newsletter<br>Social media |
| **Week 2** | Curriculum Focus | • Year group curriculum overviews<br>• Subject spotlight series<br>• Learning resources for parents<br>• After-school club information | Website resources<br>Email by year group<br>Social media |
| **Week 3** | Community Building | • House/form group introductions<br>• Student council announcements<br>• PTA updates<br>• Community/charity project plans | Website news<br>Internal newsletters<br>Social media |
| **Week 4** | Early Achievements | • Star of the week highlights<br>• Sports team updates<br>• Early project showcases<br>• Upcoming events preview | Social media<br>Email newsletter<br>Internal displays |

## Bonus September Content Ideas:

- Create a **"Meet the Teacher"** series with brief staff profiles
- Showcase classroom displays and learning environments
- Share **"A Day in the Life"** of different year groups
- Highlight facility improvements made over summer

## TOP TIP

Capture plenty of general school environment photos in the first few weeks to build a content library for the entire year. Focus on classroom setups, new resources, and building exteriors while being mindful of safeguarding.

# October: Open Days & Enrichment

**Key themes:** School tours, departmental showcases and autumn activities

## Monthly content calendar

| Week | Content Theme | Content Ideas | Channels |
|---|---|---|---|
| **Week 1** | Open Evening Prep | • Open day/evening announcements<br>• Student ambassador spotlights<br>• Virtual tour previews<br>• Registration information | Website events<br>Paid social<br>Local advertising |
| **Week 2** | Departmental Showcases | • Subject area highlights<br>• Teacher interviews<br>• Student work samples<br>• Curriculum journey maps | Website<br>Email<br>Social media |
| **Week 3** | Learning Beyond The Classroom | • Field trip recaps<br>• Guest speaker highlights<br>• Cross-curricular projects<br>• Extracurricular achievements | Social media<br>Website news<br>Email by year group |
| **Week 4** | Autumn & Harvest Festival | • Seasonal activities<br>• Half-term activity ideas<br>• Harvest Festival | Social media<br>Email newsletter<br>Internal displays |

## Bonus October Content Ideas:

- Create a dedicated open day landing page with testimonials and FAQs
- Develop a **"Why choose our school?"** infographic highlighting key statistics
- Share video testimonials from current parents and pupils
- Launch a **"Questions for our students"** social media series

## TOP TIP

After open days, follow up with attendees by creating a special email nurture sequence that highlights different aspects of school life each week.

# November: Achievement & recognition

**Key themes:** Academic progress, parent consultations, remembrance, winter preparations

## Monthly content calendar

| Week | Content Theme | Content Ideas | Channels |
|---|---|---|---|
| **Week 1** | Academic Achievement | • Recent assessment achievements<br>• Learning journey stories<br>• Subject competition results (eg a STEM competition)<br>• Alumni success profiles | Website news<br>Social media<br>Email newsletter |
| **Week 2** | Remembrance & Community | • Remembrance activities<br>• Community service projects<br>• Charity initiatives<br>• Local partnership highlights | Social media<br>Local Press<br>Website news |
| **Week 3** | Parent Partnerships | • Parents' evening preparation<br>• Supporting learning at home tips<br>• Q&A with SLT<br>• Parent feedback highlights | Email<br>Website resources<br>Social media |
| **Week 4** | Wider Achievements | • Sports team updates<br>• Arts & performance highlights<br>• Student leadership successes<br>• External competition participation | Social media<br>Website gallery<br>Email newsletters |

## Bonus November Content Ideas:

- Create a **"Day in the Life"** video series following different students
- Share learning tips for parents based on current curriculum topics
- Develop a mini-case study on a successful school project or initiative
- Start teasing upcoming Christmas events and performances

## TOP TIP

Use parents' evenings as an opportunity to collect testimonials and feedback quotes that can be used (with permission) in future marketing materials.

# December: Celebration & Reflectionment & Recognition

**Key themes:** Festive activities, term achievements, community service, looking ahead

## Monthly content calendar

| Week | Content Theme | Content Ideas | Channels |
|---|---|---|---|
| **Week 1** | Festive Preparations | • Christmas production rehearsals<br>• Advent activities<br>• Decorations going up<br>• Talent show, Christmas play, or seasonal fayre | Social media<br>Email newsletter<br>Website events |
| **Week 2** | Community Outreach | • Charity fundraising updates<br>• Food bank collections<br>• Care home connections<br>• Class party activities<br>• Staff festive messages | Social media<br>Local press<br>Email newsletter |
| **Week 3/4** | Celebrations & Reflection | • Christmas concert highlights<br>• Nativity play photos<br>• Term achievements roundup<br>• Headteacher's end of term message<br>• Holiday activity suggestions | Social media<br>Website gallery<br>Email newsletter |

## Bonus December Content Ideas:

- Create a digital advent calendar featuring daily school highlights
- Produce a year-in-review video or photo montage
- Share festive recipes or craft ideas from your food tech or art departments
- Film a special seasonal message from pupils to the community

### TOP TIP

December is the perfect time to capture festive imagery that creates a sense of your school community. Focus on decorations, performances, and celebratory moments (being mindful of safeguarding) to build a festive content library.

# Channel-specific best practices

## Website

- Keep your news section updated at least weekly
- Ensure all event information is current and accurate
- Create dedicated landing pages for key initiatives
- Include clear calls-to-action for prospective parents
- Make curriculum information easily accessible

## Social Media

- Post at least 3 times per week for consistent engagement
- Use high-quality images with proper permissions
- Create a consistent visual style using school colours
- Use relevant hashtags (e.g., #UKEd #SchoolLife)
- Balance promotional content with community celebration
- Respond promptly to comments and messages

## Email

- Maintain a regular newsletter schedule (weekly or monthly)
- Segment communications by year group where relevant
- Keep design consistent but content fresh
- Include clear subject lines that drive open rates
- Ensure mobile-friendly formatting

## Internal communications

- Align internal and external messaging
- Create template designs for regular updates
- Involve students in content creation where appropriate
- Use digital signage to reinforce key messages
- Celebrate successes internally first

# Blank Content Calendar Template

**[Month]:** ..... **[Theme]:** .....

| Week | Content Theme | Content Ideas | Channels | Person Responsible |
|---|---|---|---|---|
| **Week 1** | | | | |
| **Week 2** | | | | |
| **Week 3** | | | | |
| **Week 4** | | | | |

## Content Planning Notes:

- Key events this month:
- Content to prepare in advance:
- Resources needed:
- Approval process:

# Quick content creation tips

## When you're short on time:

- Repurpose existing content - Turn newsletter content into social posts
- Create content templates - Develop reusable formats for regular updates
- Batch create content - Set aside dedicated time to create multiple posts
- Involve students - Consider student-led content creation (with supervision)
- Use scheduling tools - Plan and schedule content in advance

## Quick content ideas that work well:

- "Did you know?" facts about your school
- Staff or student "spotlight" features
- Motivational quotes related to learning
- Behind-the-scenes glimpses of school life
- Celebration of student achievements
- Throwback photos from school archives
- Quick tips for parents
- Answers to frequently asked questions

## Need more support with your school marketing?

While this calendar provides a framework, we understand that implementing a consistent marketing strategy alongside your educational responsibilities can be challenging. Our team specialises in supporting schools with their marketing and communication needs. We've helped dozens of schools across the UK develop distinctive approaches that showcase what makes them special.

**Book a free, no-obligation call with our education marketing specialists to discuss how we can help your school shine.**

Book Your Free Marketing Call

**Contact us at** hello@clearsilver.co.uk or call 0113 231 1100 to get started.

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