

Eight social media mistakes you should avoid



A low-quality profile picture

You never get a second chance to make a first impression

Avoid stretched, blurry or pixelated images and always check the recommended image size for each platform.

Spelling and grammar mistakes

Frequent errors are easy to avoid and can hurt your reputation

Have a clear process in place to check and approve social posts, always take the time to re-read content before posting.

Setting it up and leaving it alone

People will not engage with social accounts that never post

Plan out social activity in advance and use scheduling tools like HootSuite to make it easier to find time to post.

Spamming your followers

Bombard people with updates and they will soon switch off

Keep updates unique and relevant. If you want to post a message more than once, use a different angle each time.

Not reflecting your school's identity

Not being authentic can feel disjointed and out of touch

Just like every other aspect of school life, social media should reflect your school's vision, values and personality.

Treating every platform the same

Different kinds of content will be more relevant to certain platforms

Take time to understand what makes each platform unique. For example, Instagram is great for photos of school life.

Using too many social platforms

Spread your time thinly and you will struggle to keep up

Don't try to take on too much; it will always be better to excel with one platform than to struggle to maintain several.

Forgetting it's 'social' media

Failing to engage with followers will frustrate them

Social media is built around the idea of being sociable. Respond to comments and get involved with your followers.