

School Attendance Campaign - Social Media Guide *for schools*



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INCLUSION
PARTNERSHIP

UNMISS *able*

A useful resource to support and inspire social media activity around the importance of school attendance.

DERBY
DIRECTION

We have created this **Social Media Guide** to provide you and your team with a year-long plan using the **UNMISSable** campaign assets, which include the words and voices of school children in Derby city, to actively promote and communicate, the importance of attendance and the value in attending school.



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Campaign headline



When you're a bit nervous, school provides the support you need. When you're feeling lonely, school is where new friends are found and memories are made. When you're stressed, school understands and reassures you.

And when the tiredness starts to creep in, it has the exciting activities, extraordinary experiences and endless laughs that never fail to make you feel better.

School has the power to amaze, involve, prepare and reassure – it can change everything!

Whether it's giving your day a boost or building skills that will stay with you forever – magic things happen when you pass through those school gates each morning.

Because school
means *more*

Campaign strapline

Campaign *overview*

Target Audience

Identifying and understanding a target audience is crucial for ensuring social media content is relevant, engaging and effective.

The target audience for this campaign is:

Primary Schools: Parents/guardians
and teachers

Secondary Schools: Students, teachers
and parents/guardians

Our *three* pillars

Balancing educational and engaging content on your school's social media platforms is essential to provide value to your audience while maintaining their interest and fostering meaningful interactions.

Educate

Help schools across Derby city to increase awareness of the importance of regular school attendance.

Engage

Engage parents/guardians, students, and schools/teachers in conversations around the positives of regular attendance.

Support

Provide resources and support to overcome barriers to attendance, focussing on the '**UNMISSable**' aspects of school, rather than the direct barriers.

Content should be created with the above pillars in mind, with each content piece promoting one of the **10 core campaign themes** (provided on the following pages).

Campaign pillars

Our *ten* core themes and supporting messages

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experiences

'There's nowhere better than school to discover your talents, take on new challenges and find out what really makes you happy. It's exciting, sometimes a bit scary, but always rewarding.'

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support

'When you're a bit nervous, need extra help, or are just not feeling yourself, school is here to make you feel safe, cared for and supported as soon as you walk through the gates.'

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friendships

'School is where friendships start and grow. It's where belly laughs are shared, and 'hanging out' with mates makes us smile every day.'

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teachers

'An encourager, a motivator, a listener and a guide, teachers are the real life super-heroes; who are there for you and always by your side.'

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moments

'Whether it's scoring the winning goal, taking centre stage at the school play, going on a school trip adventure, or lol'ing with your best mate. School is where proud moments are made.'

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learning

'School isn't just about boosting your brainpower. It's about finding out amazing new things and gaining skills that will stay with you forever. Every day at school is a new chance for discovery.'

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fun

'School is where there's so much fun to be had. With friends. With teachers. With learning. Get stuck in and enjoy each day.'

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opportunities

'Your future success story starts at school. Every skill you learn, all the confidence you gain, and every challenge you overcome is a step towards the best version of you.'

Campaign themes and messaging

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achievements

'Maybe it's a trophy for your wall, the end of year party, or a "Well done!" from your favourite teacher that just makes you smile. School is where you discover your strengths and gain rewards for all your hard work.'

Campaign themes and messaging

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memories

'School is where every laugh, every triumph, and every shared moment with your best friends are remembered forever. When you pass through the gates each morning, think of the amazing memories you are making.'



Campaign assets and *plan*

There are ten animated videos, one for each core theme, provided within the toolkit, for you and your team to use on your social platforms to support and shape your campaign activity throughout the year.

The campaign schedule provided on the next page outlines seasonal timings and posting suggestions. We suggest posting the main campaign assets such as the animation at the start of each month, and thanks to the evergreen nature of the animations, these can be re-purposed throughout the month and year, where appropriate.

Other content ideas (page 3) can intertwine and support the overall theme per month, we suggest 2-3 posts per week, per channel.



Campaign *schedule*



Below are content suggestions for each month, ensuring the campaign retains excitement and relevance throughout the entire school year.

School-term one				School-term two				School-term three			
<p>School year begins</p> <p>Post 'Learning' and 'Opportunities' theme animation and messaging.</p> <p>Sept 24</p>	<p>World Teachers' Day</p> <p>Post 'Teachers' and 'Support' theme animations and messaging.</p> <p>Half term starts at the end of the month.</p> <p>Oct 24</p>	<p>Bad weather</p> <p>Post 'Experience', 'Teachers' and 'Support' theme animations and messaging.</p> <p>Half term starts at the end of the month.</p> <p>Nov 24</p>	<p>Christmas preparation</p> <p>Post 'Fun' and 'Achievements' theme animations and messaging.</p> <p>Dec 24</p>	<p>New year begins</p> <p>Post 'Memories', 'Teachers' and 'Support' theme animations and messaging.</p> <p>Jan 25</p>	<p>Bad weather</p> <p>Post 'Support' and 'Friendships' theme animation and messaging.</p> <p>Feb 25</p>	<p>Gearing up for exams</p> <p>Post 'Learning' theme animation and messaging.</p> <p>Mar 25</p>	<p>1 month to exams</p> <p>Post 'Support' and 'Moments' theme animation and messaging.</p> <p>Return from Easter half-term.</p> <p>Apr 25</p>	<p>Exam month</p> <p>Post 'Fun', 'Support' and 'Teachers' theme animations and messaging.</p> <p>May 25</p>	<p>Exams are complete</p> <p>Post 'Fun' and 'Experiences' theme animations and messaging.</p> <p>Jun 25</p>	<p>International Day of Friendship</p> <p>Post 'Friendships' and 'Experiences' theme animations and messaging.</p> <p>July 25</p>	<p>Exam results and summer holiday begins</p> <p>Post 'Achievements', 'Opportunities' and 'Memories' theme animations and messaging.</p> <p>Aug 25</p>

Content ideas and *inspiration*

The following content ideas are designed to support the campaign core themes and schedule – enabling schools to highlight their own experiences, events and initiatives, and highlight the **UNMISSABLE** nature of their school.

1/ Debunk common myths about school attendance with graphics

- Missing a few days doesn't matter
- Attendance only matters in secondary school.
- My child can catch up on missed work later.
- Attendance doesn't affect graduation rates.
- As long as my child passes their tests, attendance isn't important.

Target audience: Parents/Guardians
Themes: Learning, Support, Achievements, Opportunities
Pillar: Educate

2/ Videos, voice clips or quotes from students, answering questions surrounding:

- The different types of experiences students can have at school and list extracurricular activities.
- Questions such as "What extracurricular activity should you try next?"
- 'A day in the school life', focusing on the various experiences they have throughout the day.
- A student's journal of their school experiences each month and share excerpts or highlights.

Target audience: Parents/Students
Themes: Friendship, Memories, Experiences, Support
Pillar: Educate

3/ Throwback / memory lane images and inspirational graphics

- Photos and stories / case studies from past school events, trips, and activities, emphasising opportunities for fun and the importance of being present to make memories.
- Feature stories from alumni about their favourite school memories and how attending school regularly helped them create those moments.
- Pose questions in PSHCE like “What’s your favourite school memory?” and share the most popular responses.
- Share old school photos from parents / guardians and teachers, asking children to ‘caption this’.

Target audience: Parents/Students
Themes: Memories, Fun, Moments
Pillar: Engage

4/ Quizzes and tips emphasising the connection between school and friendships

- Ask “What type of school friend are you?” and emphasise traits that support regular attendance.
- Encourage students to tag their friends.
- Share ongoing initiatives that help students make new friends, such as team-building activities, buddy programs, and social mixers.
- Post tips on how to be a supportive friend and how students can help each other.
- Snapchat / IG filter, a nod to current trends for DCFC players to use it.

Target audience: Students
Themes: Friendship
Pillar: Engage

5/ Video interviews, pictures or blogs showcasing school experiences

- Emphasise the different types of experiences students can have at school and list extracurricular activities.
- Ask questions such as “What extracurricular activity should you try next?”
- Share a day in the school life, focusing on the various experiences they have throughout the day.
- Encourage students to keep a journal of their school experiences for a month and share excerpts or highlights.

Target audience: Students
Themes: Experiences
Pillar: Educate

6/ Graphics or videos with teachers and staff focusing on support

- Explain the types of support available.
- Highlight the resources the school has to help address common issues (including transport, family responsibilities, and equipment).
- Emphasise how support can help with the above issues.
- Showcase where students can go to get support (e.g. the rainbow room).

Target audience: Parents/Students
Themes: Support
Pillar: Support

7/ Graphics or blogs/video interviews showcasing teachers and alumni achievements

- Ask teachers and alumni to share their answers to 'What was your best achievement at school?'
- Ask teachers to share their favourite moments with students.
- Ask teachers to share their quote of the week / month relating to achievements.
- Ask alumni to share their Further Education and career achievements.

Target audience: Parents/Students
Themes: Teachers, Achievements
Pillar: Educate

8/ Classroom hacks for teachers

Show how teachers make the classroom a safe, enjoyable and unmissable place by offering tips, advice and suggestions on:

- arts and crafts activities
- classroom equipment and furniture
- PE games.

Target audience: Parents
Themes: All
Pillar: Educate

9/ Impact of attendance

- Parents share testimonials / positive changes they've seen in their children due to consistent school attendance.
- Share statistics and information about the benefits of regular attendance, or infographics that show the correlation between attendance and academic success / future opportunities.

Target audience: Parents/Students
Themes: All
Pillar: Engage, Support

10/ Graphics or videos with teachers and staff focusing on support

- Utilise platforms like Facebook and Instagram live for webinars and Q&A sessions, explaining the school's support and engagement initiatives and addressing concerns.

Target audience: Parents
Themes: All
Pillar: Engage, Support

General Social Media *ideas*

Below are suggestions to help schools create and promote engagement with their content.

- User generated content - encourage students to create videos, blogs, or artwork related to the campaign themes, and share these.
- Involve students with the graphic design of this campaign, making it a campaign run by the students, for the students.
- Use platform specific features like Instagram polls to ask questions and create relationships with the audience.





Have a question?

Contact Jo Wilkinson,
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