

# 30 Days of School Content Ideas

A September starter pack for calmer, clearer school communication

September comes quickly. This planner gives schools 30 simple, realistic content ideas to help start the year with clearer communication, stronger parent engagement and fewer last-minute posts.

## 1 Welcome back!

A warm message from the headteacher. Keep it human, short & reassuring.

## 2 First day details

Arrival, gates, timings & where to find key information.

## 3 New starters

A gentle welcome for Reception, Year 7 or new families joining mid-year.

## 4 Meet the team

Introduce a year group, office team, pastoral lead or new member of staff.

## 5 Uniform reminder

Helpful, clear & kind - include where families can get support if needed.

## 6 Term dates

Share dates parents always ask for: INSET, clubs, trips, photos & performances.

## 7 Values in action

Show what your school values look like in real learning & everyday moments.

## 8 Clubs & enrichment

Promote what is available, who it is for & how families sign up.

## 9 Curriculum snapshot

One post showing what pupils are exploring this term in a subject or year group.

## 10 Places available?

A calm reminder about year groups, nursery spaces, tours or how to enquire.

## 11 Open event teaser

Early save-the-date content works better than a last-minute poster.

## 12 Parent testimonial

Use a short quote from a parent about what makes the school special.

## 13 Safeguarding-aware photo

Hands-on learning, over-the-shoulder, displays, resources or wider classroom scenes.

## 14 School environment

Show refreshed displays, outdoor areas, reading corners, libraries, etc

## 15 Why choose us?

Share one simple reason families value your school: warmth, nurture, ambition, etc

16

**Online safety reminder**

A simple nudge for families about devices, group chats, privacy or age ratings.

17

**Lunches & wraparound**

Remind parents about meals, breakfast club, after-school care & booking systems.

18

**PTA & friends groups**

Invite families to get involved in small, achievable ways.

19

**Reading focus**

Share how families can support reading at home.

20

**A week in focus**

A carousel of details: books, art, PE, experiments, displays & outdoor learning.

21

**Celebration post**

Recognise effort, kindness, teamwork or community spirit not just big achievements.

22

**Staff expertise**

Highlight a teacher, SENDCo, subject-lead or support staff & what they do.

23

**Admissions reminder**

Point families clearly to the right page, dates & tour options.

24

**Something new for September**

We're excited to introduce [insert what's new] for our children and families.

25

**Website spotlight**

Direct parents to one helpful page they may not know exists.

26

**Behind-the-scenes**

Show preparation, displays, planning, resources or staff getting the school ready.

27

**Community link**

Mention local partnerships, visitors, trips, charities or projects.

28

**FAQ post**

Answer one common question: PE days, payments, contact, absence or lunches.

29

**Book a tour**

Invite prospective families to book a tour & explain what they will experience.

30

**End-of-month round-up**

A short, warm summary of what September has felt like at your school.

**Want September to feel calmer?**

Mitchell Digital Media helps schools plan, create and manage content that is clear, consistent and safeguarding-first.

If this list is useful but you're already wondering who will actually find the time to do it, we can help. **Book a quick call** and we'll talk through what would make the biggest difference for your school.