

DIGITAL INSIGHTS

December 2025

INSTAGRAM - COMMENTS > REPOSTS

Instagram commented this week (via their CEO) says commenting is the #1 way to grow your reach.

- ✓ Reply promptly to parent & follower comments
- ✓ Comment and engage on relevant education or sector posts

Want more reach? Ok, get more conversational.



INSTAGRAM - REELS NOW SHOW 15-DAY PERFORMANCE

Instagram - Reels Now Show 15-Day Performance



HASHTAG LIMIT COMING?

Instagram's testing a 3-hashtag limit per post. Keep a look out... Try using fewer hashtags, of course as relevant-targeted as possible, and track the results next month.

#IndependentSchool #OpenMorning #GoDES

Tips of the Week

SMART MULTI-POSTING

Repurposing content across platforms?

Great, but tweak tone, copy (and of course the hashtags) for each platform.

The DES solution lets you customise each post, from a base template, while scheduling all from one place.



LINKEDIN - COMMENTS NOW TRACK REACH

You can now see impression numbers on your LinkedIn comments.

With Heads or SLT joining sector conversations this = more visibility for your school.

