

# BEYOND THE PROSPECTUS: WHY VIDEO IS YOUR MOST POWERFUL ADMISSIONS TOOL



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For decades, the printed prospectus was the crown jewel of school marketing. It was the heavy, glossy book that parents would pore over at the kitchen table. But in 2025, the landscape has shifted. While a physical brochure still has its place, it is no longer the "hook." Today's parents are digital-first. They don't just want to read about your school's values; they want to see them in action and feel the atmosphere of your hallways before they even book an open day.

At **Social Impact Media (SIM)**, we believe that video is no longer a luxury for school marketing—it is the most vital tool in your admissions toolkit. Here is why.

## 1. Authenticity Trumps Glossy Copy

A prospectus is curated, polished, and static. While professional photography is important, it can sometimes feel "staged." Video, however, captures the kinetic energy of a classroom, the genuine laughter during break time, and the authentic tone of a student's voice.

When a prospective parent watches a video of a Year 7 student confidently explaining their favorite project, they aren't just hearing a testimonial; they are seeing the tangible outcome of your school's environment.

## 2. Building Emotional Connection

Choosing a school is one of the most emotional decisions a parent will ever make. It is a choice rooted in trust.

Video allows you to build that trust through:

- The Head's Vision: A direct-to-camera message from the Headteacher conveys personality and leadership style in a way that a written welcome note cannot.
- The "Student Voice": Hearing directly from pupils creates a peer-to-peer connection for the prospective student.
- Atmosphere: Music, pacing, and soundscapes help "bottle" the unique spirit of your school and deliver it directly to a parent's smartphone.



### 3. Meeting Parents Where They Are

The modern "Admissions Journey" begins on social media. A parent might discover your school via an Instagram Reel or a LinkedIn post. A 20-page PDF prospectus is difficult to navigate on a mobile device, but a 60-second "Day in the Life" video is perfectly suited for the way parents consume information today.

By using video strategically across your website and social channels, you create multiple "digital front doors" that lead parents toward your application portal.

### 4. Demonstrating the "Social Impact"

As our name suggests, we focus on the impact your school has on its community and its pupils. Video allows you to showcase the breadth of your extracurricular programs, your commitment to pastoral care, and your academic rigour—all in a digestible format that respects a busy parent's time.

**The SIM Perspective:** *"In a competitive educational landscape, the schools that win are the ones that tell the best stories. A prospectus tells a story, but video allows the audience to live it."*

### Is your school's story being told effectively?

At Social Impact Media, we don't just "film and leave." We **partner** with you to ensure your video content is strategically placed to boost your admissions and showcase the very best of your school community.