



January 2026

# THE 2026 SCHOOL IMPACT GUIDE

Elevating Admissions, Recruitment & Compliance  
Through Video Strategy

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Video is the bridge between the excellence happening in your classrooms and the perception of the parents at your gates

In 2026, a school's digital "front door" is no longer a static website or a glossy brochure. It is a living, breathing narrative. Parents, prospective staff, and inspectors no longer want to read about your values; they want to see them in action.

This guide outlines how to use strategic video to solve the three biggest challenges facing school leadership today.



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# The 3 Strategic Pillars

## 1. Admissions: From "Interest" to "Enrollment"

- The Flagship "Ethos" Film: Focus on the "Tuesday morning" feeling. Focus on heritage for private schools; community for state schools.
- The "Day in the Life" Series: 60-second vertical videos. Authenticity is the highest currency for Gen Z parents.
- Alumni "Impact" Stories: Prove the "Value Add" through video testimonials from former students.



## 2. Recruitment: Winning the War for Talent

- The "Staff Room" Insight: 90-second videos discussing CPD and work-life balance to reduce the "fear of the unknown."
- The Leadership Vision: A warm, direct-to-camera message from the Headteacher to attract high-quality leads.
- Subject-Specific Spotlights: Showcase facilities to fill hard-to-recruit STEM or MFL roles.

## 3. Compliance: Bringing Ofsted & ISI Evidence to Life

- Documenting "The 9B" (Personal Development): Irrefutable video evidence of student voice, committees, and culture.
- The Governor/Trustee Briefing: 3-minute video summaries that replace 30-page termly reports.
- Safeguarding & Induction: Ensuring 100% training consistency—a key metric for inspectors.





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# The 4-Step Strategic Roadmap

## 01: Discovery

**Focus:** Identifying your "Unique Impact"

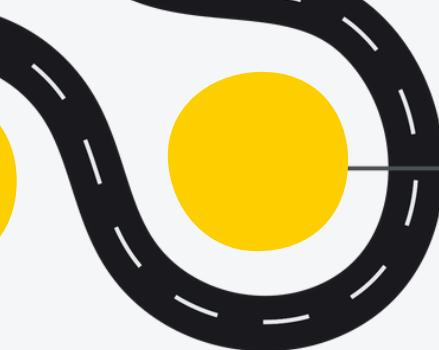
**Output:** Brand Strategy Document



## 02: Capture

**Focus:** Professional filming (Minimal disruption)

**Output:** Raw Narrative Assets



## 03: Refine

**Focus:** Editing for specific platforms (Socials vs. Web)

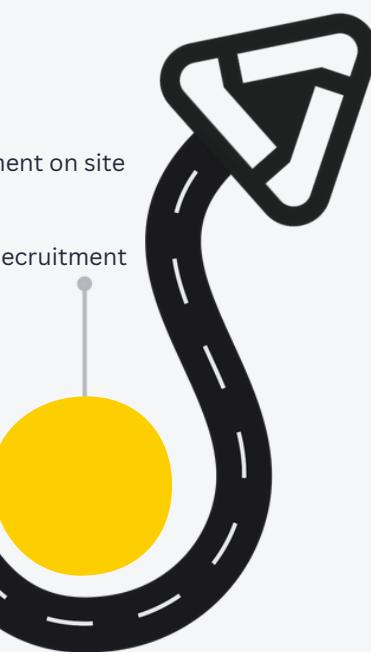
**Output:** Multi-format Video Suite



## 04: Deploy

**Focus:** Strategic placement on site and social

**Output:** Admissions & Recruitment Growth





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# Why Social Impact Media?

At Social Impact Media (SIM), we don't just deliver files; we deliver results. We understand that a school is a complex ecosystem. Our approach is designed to be high-impact but low-friction, ensuring your staff can stay focused on teaching while we capture the magic.

## Ready to tell your school's story?

We are currently selecting three "Partner Schools" for the Spring/Summer term. If you want to move from "**Static**" to "**Strategic**," let's talk.

Book your 15-minute Strategy Call: [www.socialimpactmedia.co.uk](http://www.socialimpactmedia.co.uk)  
Follow our journey on LinkedIn: [www.linkedin.com/in/matt-james-sim/](http://www.linkedin.com/in/matt-james-sim/)



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*Strategy  
TO Screen*