

## First Impressions Audit: Social Media - FACEBOOK

**Purpose:** Evaluate whether your school's Facebook page creates a strong first impression and effectively tells your school story to prospective families.

**Scoring:**

- Yes = 1 point
- No = 0 points

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**SCHOOL NAME:** \_\_\_\_\_

**PERSON COMPLETING AUDIT:** \_\_\_\_\_

**DATE OF AUDIT:** \_\_\_\_\_

<b>Profile Photo and Cover Photo</b>	<b>Yes</b>	<b>No</b>
Is your profile photo clear and high quality?		
Does your profile photo include a logo or text that identifies your school?		
Is your profile photo immediately recognizable as your school?		
Does your cover photo include students?		
Are students correctly wearing school uniforms in the cover photo?		
Does your cover photo visually demonstrate your mission?		
Is your cover photo representative of your student body?		
Is your cover photo current and free from outdated elements (old uniforms, former students, etc.)?		

**Score:** \_\_\_\_ / 8

**Score**

**Suggested Action Items:**

- |              |  |   |
|--------------|--|---|
| 0 - 3 Points | Weak first impression; your page is not clearly communicating who you are at a first glance.               | Update profile and cover photos to include current students, clear branding, and visible mission alignment.                                   |
| 4 - 6 points | Developing first impression; your page shows some strong elements but lacks consistency                    | Improve consistency between profile photo, cover photo, and school identity. Ensure visuals clearly reflect current student life and mission. |
| 7 - 8 points | Strong first impression; a parent quickly understands who you are and begins forming a positive impression | Maintain and refresh visuals regularly to ensure continued accuracy and relevance.  |

<b>Branding and Page Information</b>	<b>Yes</b>	<b>No</b>
Is the school mission clearly written in 1–2 sentences?		
Is the school vision or identity statement included?		
Is the “About” section fully completed?		
Does the page clearly identify that this is a Catholic school?		
Is the school address accurate and fully listed?		
Is the phone number accurate and clickable?		
Is the school website link accurate and working?		
Are school hours listed and up to date?		
Is admissions/contact information clearly visible in the bio or About section?		
Is the school’s grade range clearly stated (e.g., PK–8)?		
Are all contact fields (email, phone, website) consistent across platforms?		
Is the page categorized correctly (School, Elementary School, etc.)?		
Does the page avoid outdated or conflicting identity information?		

**Score:** \_\_\_\_ / 13

**Score**

**Suggested Action Items:**

- 0 - 4 Points Weak digital identity; page is missing key foundational information or contains inconsistencies
- 5 - 10 points Developing digital identity; your page communicates basic information, but clarity and consistency are uneven
- 11 - 13 points Strong digital identity; your page clearly communicates who you are and how families can engage

- Write and publish a clear mission statement in the bio; update all contact information; clearly state grade levels; ensure Catholic identity is clearly communicated; standardize page name and category, and add admissions contact or link
- Increase visibility of mission and identity in the About section; ensure all contact information matches the website; remove update or redundant information
- Maintain accuracy and review information quarterly; ensure updates are reflected across all platforms; maintain consistency in messaging across channels

<b>Call to Action</b>	<b>Yes</b>	<b>No</b>
Is there a visible call-to-action button on your Facebook page (Call Now, Learn More, Message, etc.)?		
Does the call-to-action button function correctly?		
Are calls to action consistent across posts (not just occasional)?		
Does the page make it easy for a parent to contact the school in one click?		

**Score:** \_\_\_\_ / 4

**Score**

0 - 3 points      Weak Call to Action presence

4 points          Strong Call to Action

**Suggested Action Items:**

Add or update the CTA button immediately; ensure the button is functional

Review quarterly to ensure up-to-date

<b>Online Reviews</b>	<b>Yes</b>	<b>No</b>
Are reviews enabled on your Facebook page?		
Does your page have recent positive reviews (within the last 3 months)?		
Do reviews reflect positive family experiences?		
Are reviews specific (mentioning teachers, academics, faith, or community) rather than generic?		
Is the overall rating (if visible) strong and consistent with school goals?		

**Score:** \_\_\_\_ / 5

**Score**

**Suggested Action Items:**

0 - 2 points	Weak reputation presence; your Facebook page is not currently building trust through parent and community feedback or reviews	Begin actively encouraging reviews from current and past families, reaching out with intention; be sure to spread out the review request to prevent an unnatural influx
3 - 4 points	Developing reputation presence; there is some parent feedback, but it is underutilized or inconsistent	Build a consistent system for requesting reviews, responding to feedback left (in a timely manner) and showcasing parent experiences
5 points	Strong reputation presence	Continue to encourage families to leave reviews and respond to feedback

<b>Content Strategy</b>	<b>Yes</b>	<b>No</b>
Do your posts represent multiple content categories (faith, academics, athletics, service, arts, student life, etc.)?		
Are important school categories represented consistently throughout the year?		
Are students visible in most posts?		
Do captions provide meaningful context beyond announcements?		
Does every post include at least one image or video?		
Do you tag organizations when appropriate (sponsors, destinations, partners, etc.)?		
Would a parent understand what is happening in the photos without reading the caption?		
Do most posts tell stories rather than simply announce information?		

**Score:** \_\_\_\_ / 8

**Score**

0 - 3 points    Unstructured content strategy

4 - 6 points    Developing content strategy

7 - 8 points    Strong content strategy

**Suggested Action Items:**

Begin planning content in categories; increase storytelling around student experience; shift from announcements to narrative-based content

Strengthening underrepresented categories; increase intentional storytelling, move toward monthly content plan

Maintain consistency in category balance; continue refining storytelling quality; sustain planning habits

<b>Content Engagement</b>	<b>Yes</b>	<b>No</b>
Do posts regularly receive likes from people beyond school staff?		
Do posts receive comments from parents or community members?		
Does the school respond to comments within a reasonable timeframe?		
Do posts get shared, not just liked?		
Are newer posts showing stronger engagement trends than older posts?		
Is there visible interaction through tagging, emojis, or conversations?		
Do videos or reels typically outperform static posts?		
Do most recent posts receive some engagement?		
Do most posts receive comments?		
Do posts continue receiving interaction after posting?		

**Score**

**Suggested Action Items:**

0 - 3 points	Low engagement presence	Increase storytelling content, not just announcements; encourage comments and call to action in the comments; respond consistently to build conversation loops; highlight student experiences to invite engagement
4 - 7 points	Developing engagement presence	Identify and replicate high-performing post types; strengthen consistency in response to comments; increase use of video and student-centered content; encourage sharing and tagging more intentionally
8 - 10 points	Strong engagement presence	Maintain consistency in engagement practices; continue responding promptly and personally to comments; analyze trends to refine content strategy

<b>Section</b>	<b>Points</b>
Profile & Cover Photo (First Impression)	____ / 8
Bio, Identity & Page Information	____ / 13
Call to Action (CTA)	____ / 4
Content Strategy	____ / 8
Content Engagement	____ / 10

## Total Possible Score

\_\_\_\_ / 43 total points

<b>Score Range</b>	<b>Level</b>	<b>Interpretation</b>	<b>Parent Experience</b>	<b>Focus Area</b>
0–18	Weak Presence	Page does not clearly communicate identity or next steps	Confusing or incomplete impression	Fix branding, complete page info, clarify admissions path
19–30	Developing Presence	Some strong elements, but inconsistent execution	“Looks good, but I still have questions”	Improve consistency, storytelling, engagement habits
31–39	Strong Presence	Clear identity and strong enrollment support	Clear, trustworthy, easy to act on	Maintain consistency and refine content quality
40–43	Exceptional Presence	High-performing enrollment and trust platform	Confident and emotionally connected	Maintain excellence and model best practices