



DIGITAL INSIGHTS

July 2026

1) LINKEDIN NEWS: ENHANCED METRICS ADJUSTMENT

What it is: LinkedIn post analytics are now showing whether reach is coming from inside OR outside a user's network.

What it means: For schools, this is useful for checking whether leadership, alumni and recruitment content is reaching beyond your existing community. New metrics in the DES solution posting planner help show whether posts reach inside or outside your network.

Tip: LinkedIn visibility: look beyond likes.

For school's, its useful for tracking if posts are reaching beyond existing parents and staff.
Source: LinkedIn



2) META NEWS: AI IN FACEBOOK

What it is: Meta is introducing more AI tools for Facebook, including AI Mode for search-style answers and creative tools for photos and videos.

What it means: For schools, this means feeds will get even more AI-assisted, so authentic content from real staff, pupils and school life becomes more important.

Tip: Keep your Stories real and authentic and let them shine so they can be AI discovered to help support your Facebook activity. Source: Meta



3) AI INSIGHT: LOOK BEYOND

What it is: AI is moving beyond simple chatbot use. The next shift is towards AI agents, systems that can take an objective, break it into tasks, use tools, access knowledge and support multi-step work.

What it means: The advantage is not just which AI platform you use. It is how well AI fits into your school's real workflows, content planning, reporting, admissions support, internal processes and decision-making.

Tip: Before adding more AI tools, map one workflow first.

Ask: what can we remove, what could AI help with, and where must a person stay responsible? Source advice: Bykov-Brett

