



DES INSIGHTS

June 2026

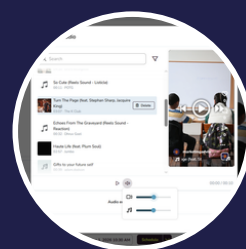
'MUST KNOW' FEATURES IN THE PLANNER

1) INSTAGRAM REELS NOW SUPPORT TRENDING AUDIO

What it is: You can now add trending audio and original creator audio directly when scheduling Instagram Reels and Trial Reels from within the solution planner.

What it means: One of the biggest Instagram scheduling limitations has been removed. Schools can now plan, schedule and publish Reels with audio already attached, reducing the need for manual editing after publishing.

Tip: Consider using trending audio for event highlights, pupil achievements, trips, performances and sports content to help improve reach and visibility.

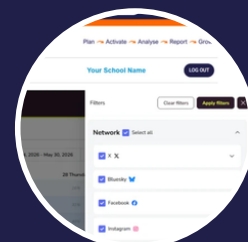


2) PLANNER: FILTER BY POST TYPE

What it is: Filter your calendar and post lists by post type.

What it means: Faster checks before busy weeks and simpler reviews of what's planned by format.

Tip: Use this to review all Stories in one view before an Open Event week, or all Reels when focusing on reach.



ALSO... POST LIBRARY: QUICKER ACCESS

What it is: The Post Library can now be accessed directly from the Planner navigation.

3) PLANNER: ANALYTICS: INSTAGRAM - NEW BREAKDOWNS

What it is: More detailed Instagram account insights, including follower vs non-follower reach and engagement.

What it means: Better visibility of content reaching new audiences.

Tip: Identify content that is attracting prospective families.

