

DES

The latest **digital & social media**
updates for school marketing



DIGITAL INSIGHTS

May 2026



AMCIS CONFERENCE X DES

SEE YOU IN MAY (ON 11-12, COTSWOLD WATER PARK, CIRENCESTER)

What's happening: AMCIS hosts its Annual Conference in May. DES by Marketing Advisers for Schools will be exhibiting and showcasing what's new for 2026.

What it means: If you are attending, come and see the latest DES updates including the SLT 1-page report, Personalised News Alerts, and our Brand Pulse (with AI) feature.

Tip: Book a quick hello slot or message your top priority (reporting, new DES features...) so we can pre-arrange to help you. **Book-in via the news page [here](#)**

NEW: DES 1-PAGE SLT DIGITAL REPORT (ADD-ON)

The report your Head will actually read: a fast, rounded digital snapshot.

What it is: A leadership-ready one-pager summarising your school's digital performance in clear English, with a simple glossary too.

What it means: Brief SLT quickly, agree priorities faster, and cut time spent translating platform metrics.

Details: [click here](#) (via our AMCIS news blog)



QUICK SOCIAL MEDIA AUDIT (WHEN, WHY, HOW)

What it is: A simple check-in to confirm what's working across your social channels.

What it means: Use your DES reporting to review (1) best-performing formats, (2) who engages, and (3) what to repeat or stop.

Tip: Run a light audit when results dip, before a campaign, or every 6 months: Done.

Contact us for support [here](#)

NEW: PERSONALISED NEWS ALERTS (EARLY ACCESS)

What it is: Choose key topics within DES and then news update will feature for you.

What it means: Stay current on sector news and turn timely stories into content ideas without daily scrolling. **Contact us for details [here](#)**

THIS WEEK'S DIGITAL INSIGHT

'Reel Results' this in this edition...

Well done to Sedbergh School for a strong **668 interactions** on their "Saturday Sports" Reel. Great to see so many pupils (and staff) involved. It's a strong example of a Reel that genuinely engages the school community.

Watch Reel [here](#)



DES

Digital Empowerment Solution



Digital webinars in April & May

SIGN UP

For more news & guidance support, visit **DES**

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