



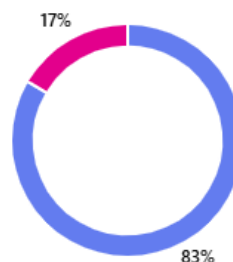
Social media questionnaire feedback – September 2026

109 responses



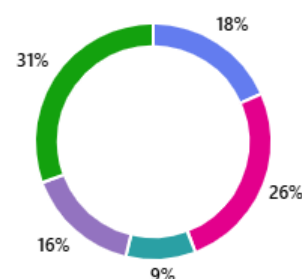
Are you following one or more of our social media accounts?

Yes	91
No	18



If you do, which of our school's social media accounts do you follow? Please select as many that apply to you.

Instagram - @beaconlhmat	27
Facebook - @Beacon LHMAT	38
X - @BeaconLHMAT	14
TikTok - @beaconlhmat	23
Other	45



If you do follow our social media accounts, which do you prefer and why?

"I follow Facebook, twitter and TikTok, they are all great."

"Facebook, it's the social media I use most."

"Instagram and Twitter I follow I prefer Instagram as I use this more."

"TikTok as I find it more entertaining."

"TikTok and Facebook as I use these more regularly."

If you don't follow one of our social media accounts, are there any barriers you face with this?

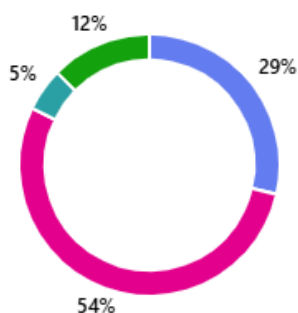
"Not something I really do. I like emails."

"I only have Facebook."

"I don't have the other platforms."

Do you feel our social media accounts help you stay informed about what is happening in school?

Strongly agree	16
Agree	30
Disagree	3
Strongly disagree	0
I am unsure	7



Is there anything we could do to improve our school social media accounts or the information we share?

"I think they are fantastic! Showcases what a wonderful school Beacon is and my children have featured on a few posts, including the reception video "you've got a friend in me" which I loved!"

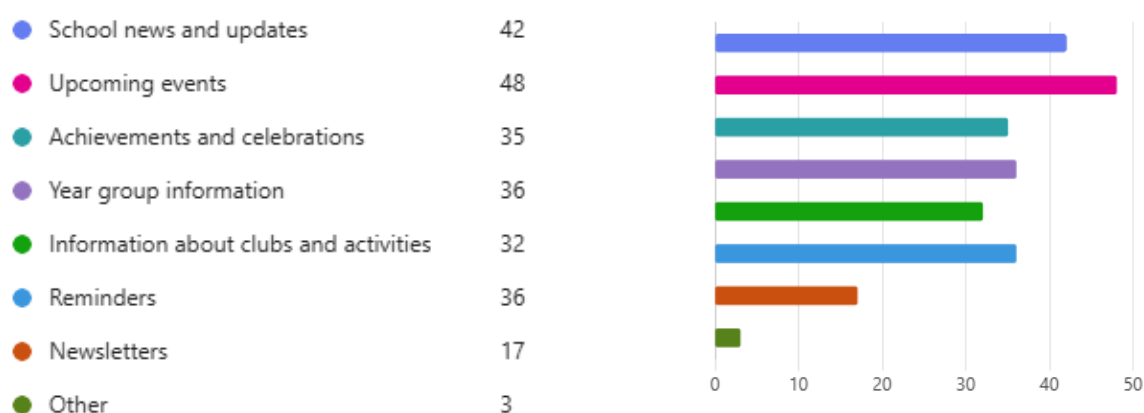
"My son enjoy seeing the updates then tells me more about his school day so we find it really beneficial."

"I think more Pre School updates would be great, so we can see more what they are doing."

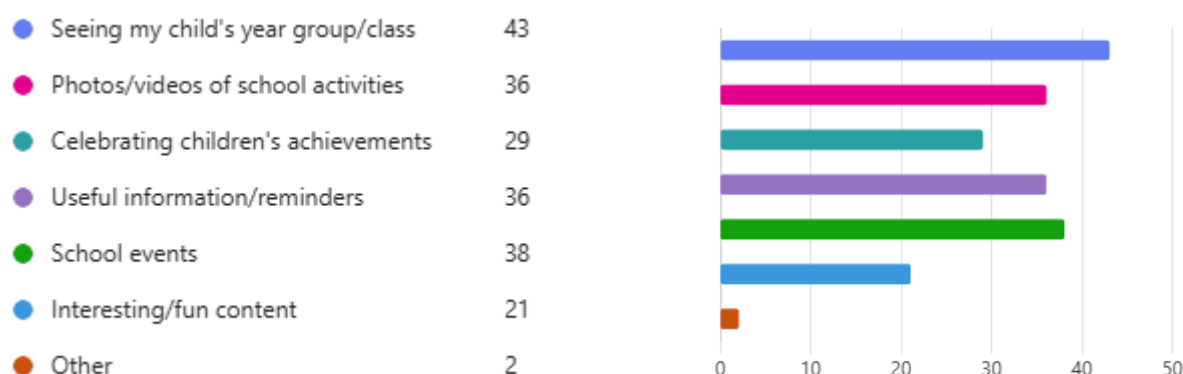
"I love having to see lovely pictures of Beacon Academy when I am scrolling on Instagram."

"I'm happy with the current content."

What type of school information would you most like to see on our social media accounts?



What makes you most likely to engage with a Beacon post (like, comment, share or read)?



Do you follow any of the Lighthouse Multi Academy Trust Social Media accounts?

