The 4 Pillars Self-Check

Parents choose the school they trust most. Find your weakest pillar

Tick each statement that is true for your school. Count the ticks for each pillar.

1. Visible

- [ ] We appear on Google Maps for “schools near me” in our area
- [ ] Our Google profile has 20+ recent photos
- [ ] We post on Instagram at least 3 times a week
- [ ] Our website shows up when parents search our name
- [ ] Parents can find our admission dates easily

2. Real

- [ ] We use real photos, not stock images
- [ ] Our teachers appear in our posts
- [ ] We share everyday classroom moments
- [ ] The principal’s voice appears online
- [ ] Our posts show students’ work and events

3. Responsive

- [ ] We reply to enquiries within the same day
- [ ] We have a WhatsApp Business account with quick replies
- [ ] We follow up after every visit
- [ ] We reply to every Google review
- [ ] One person owns every enquiry

4. Proven

- [ ] We have 50+ Google reviews
- [ ] Our rating is 4.5 or higher
- [ ] We share parent testimonials (with permission)
- [ ] We share student achievements
- [ ] Current parents recommend us to friends

Your result

Pillar	Ticks (out of 5)
Visible	
Real	

Pillar	Ticks (out of 5)
Responsive	
Proven	

Your lowest score is the pillar to fix first. Most schools gain the most, the fastest, from **Responsive**.

Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

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