Admissions Calendar 2027–28

Parents start looking 4–6 months ahead. Your plan should too

Month	Focus	To do
Nov 2026	Get found	Update Google profile, photos and reviews; fix the website basics
Dec 2026	Show school life	Post 3 times a week; fix the Open House date; prepare admission forms
Jan 2027	Open admissions	Announce admissions; enquiry form and WhatsApp replies ready; train the front desk
Feb 2027	Open House	Personal invites to every enquiry; Open House; follow up within 24 hours
Mar 2027	Convert	Parent reviews and stories; deadline reminders; second Open House if needed
Apr 2027	Close and welcome	Confirm admissions; welcome messages; first-day guide
May 2027	Prepare	Orientation for new parents; collect reviews from current parents
Jun 2027	First impressions	Make day one memorable; share photos; ask new parents for feedback

Every month, without fail

- [ ] 3 Instagram posts a week
- [ ] Reply to every review
- [ ] Follow up every open enquiry
- [ ] Track enquiries → visits → admissions

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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