

Your Fall 2025 Content Planner: Higher Ed Edition



Introduction

Get inspired and get ahead with content ideas for the entire semester

If you're managing social media for a college or university, posting content is just one part of your job. You also play a key role in helping with recruitment, building community, and contributing to institutional goals.

So when you're chasing approvals, trying to stay on top of student DMs, and juggling 50 tabs, creating content that connects with different audiences across multiple platforms can quickly feel overwhelming.

We've got you!

We've put together a semester's worth of content ideas to take you from orientation to final exams. You'll find 20 fresh content ideas (one for each week of the fall semester) along with recommendations for which networks are best suited to the content.








We'll also share how Agorapulse can simplify the next steps—publishing and reporting—so you can get more done with less stress.

Chapter 1:

Fall 2025 Content Ideas









August




Theme: Orientation

1. **Student groups:** Promote student groups for specific majors or extracurriculars to encourage incoming students to connect. 
2. **New faculty announcements:** Announce new faculty appointments for the upcoming semester. Tag them in your post to encourage shares and engagement. 
3. **Campus tour:** Perfect for short- or long-form video content, show incoming students what to expect when they get to campus (and a preview for prospective students).   
4. **New student poll:** Engage with incoming students around what they're most excited about for the upcoming academic year.  

September















Theme: Back to school

5. **Campus life Q&A:** Respond to students' questions about campus or dorm life. Perfect for video or written formats.   
6. **"Things I wish I knew" videos:** Highlight tips from existing students or locations on campus off the beaten path that could help new students feel welcomed into campus life.  
7. **Student life videos:** Create a series of videos that show what it's like to be a student at your school.   

8. **Clubs and organizations:** Create a series of posts sharing available clubs and organizations for students, and those for faculty as well.   

October



Theme: Homecoming

9. **Alumni spotlight:** Feature stories from past students, highlighting interesting careers, achievements, and memories from their time at school.   
10. **Midterm study tips:** Share resources such as study groups, library services, and academic advising to help students, faculty, and parents feel supported.    
11. **Homecoming week:** There's no shortage of events happening on campus during homecoming. Share details, updates, and post-event recaps.    
12. **Application deadlines:** For prospective students, post tips about application deadlines and the admissions process.   

November

Theme: Thanksgiving, academic progress




13. **Gratitude prompts:** Get your community involved with a seasonal gratitude prompt. Ask them what they're thankful for when it comes to being part of your school's community.   
14. **Holiday closures:** Informational posts about closures that affect services on campus during the holiday break.    
15. **Faculty updates:** Celebrate faculty who have received research funding or awards since the beginning of the year.   




16. Giving Tuesday: Highlight Giving Tuesday initiatives on campus, including how your school is raising money and the impact of the donations.  

December

Theme: End of semester, holidays

17. The best study spots on campus: Highlight the top study spots around campus. Ask students to submit photos or videos of their favorite spots and share their suggestions.   

18. Exam time support: Encourage students as they wrap up the semester by highlighting study tips or special activities that soften the stress of this time of year (free snacks, organized study breaks, peer support groups, etc.).   

19. Holiday updates: Post about holiday activities along with closures that will affect services. Also, consider students who live on campus and may not be heading home over the holiday break, especially if your school has specific supports or activities for them.   

20. Year in review highlights: Feature notable achievements by faculty, alumni, and students from the past year.   

Now that you have a content calendar of ideas, the next step is getting everything scheduled and published. That's where Agorapulse comes in. Agorapulse helps social media marketers stay organized with tools for publishing, reporting, listening, community management, and more.

Want to see Agorapulse in action?

[Watch on-demand demo →](#)



Chapter 2:

Content Publishing With Agorapulse

Managing social media for a college or university can mean juggling multiple departments, campuses, and stakeholders. With Agorapulse, you can streamline scheduling and publishing across all your institution's social media channels, including Facebook, Instagram, LinkedIn, Pinterest, TikTok, Twitter/X, Bluesky, Threads, and YouTube—all from a single platform.

These Agorapulse features can help ensure your content gets approved and posted on time, every time.



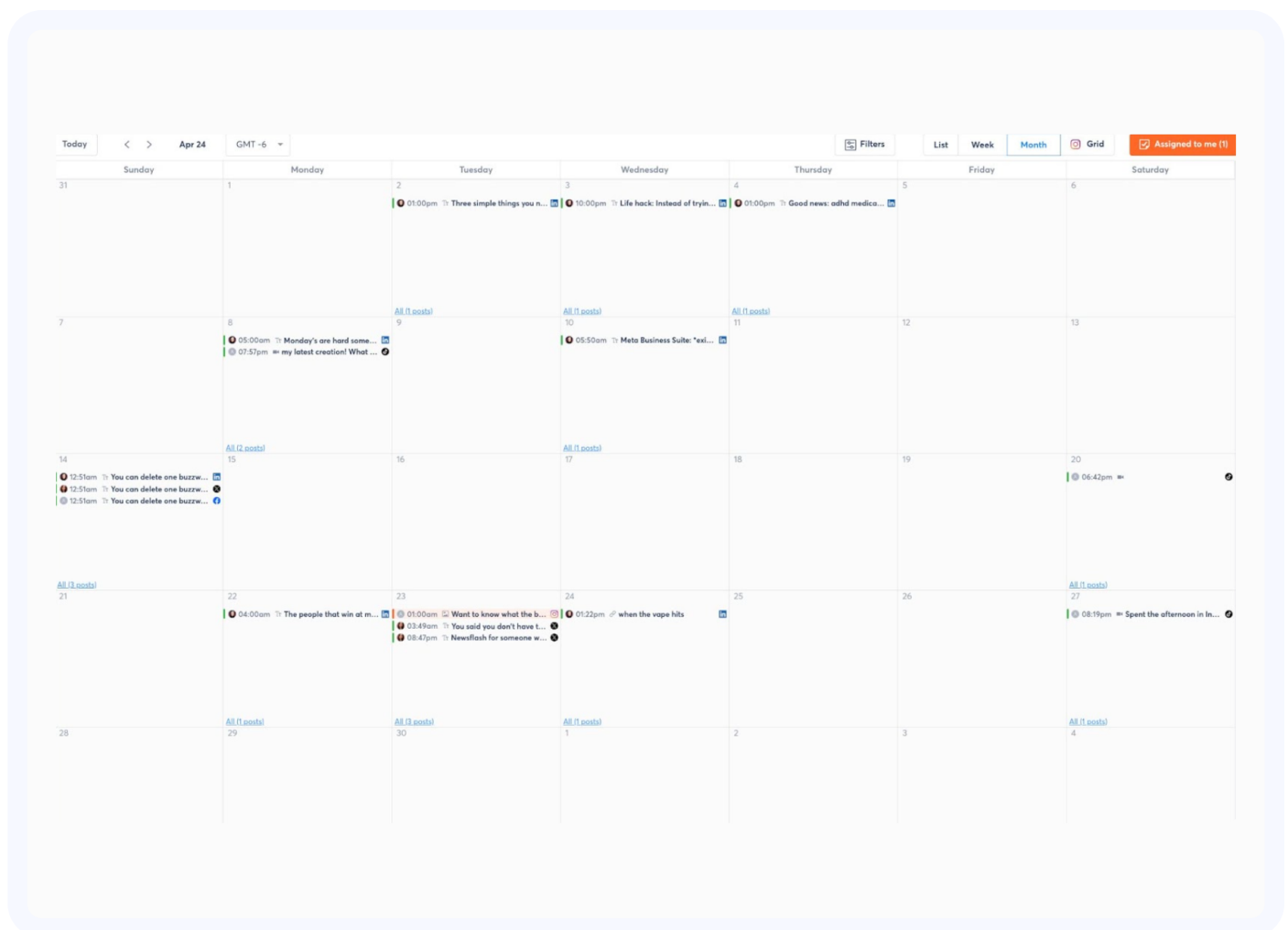
Centralized calendar

Plan, schedule, and visualize your posts using our intuitive calendar view. Helpful if you're working with multiple stakeholders or managing content across departments.

With calendar filters, you can easily sort posts by:

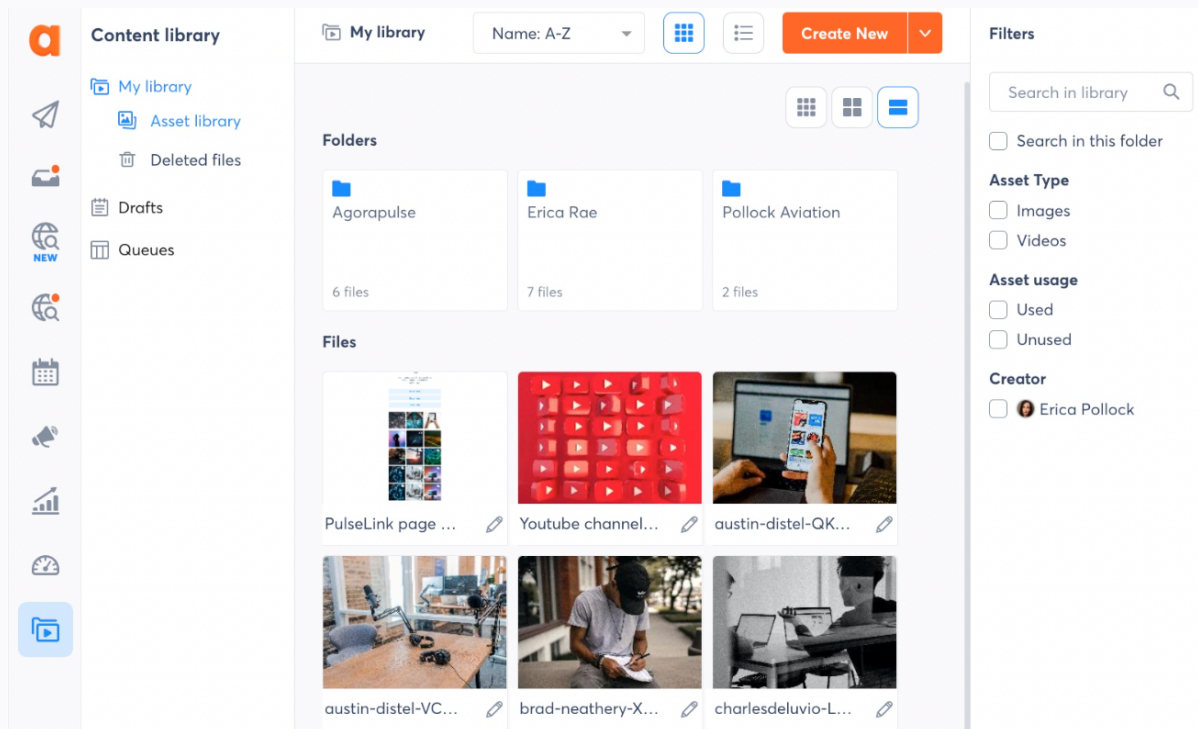
- Content type
- Content status (draft, pending approval, scheduled, published)
- Content label
- Drafts
- Notes

This visibility helps you stay organized and prevents duplicate or conflicting messaging across your school's channels.



Content library

No more digging through Dropbox, Canva, or Google Drive. Our content library acts as a hub for your creative assets. Spend less time tracking down assets like campus photos, branded graphics, and video clips by using labels that help you organize your assets across all profiles.



Post customization

With Agorapulse, tailor posts for different audiences across multiple profiles. Whether you're engaging with prospective students on TikTok or alumni on LinkedIn, Agorapulse helps you:

- Customize captions, emojis, and hashtags for each platform
- Add or remove media, depending on channel requirements
- Change image order
- Apply profile-specific targeting (e.g., location, country, or language options)

Approval workflows

When the communications team, marketing, or legal needs to sign off on posts, Agorapulse's approval workflows significantly streamline how content is reviewed and approved. Set up custom review steps to streamline collaboration, reduce delays, and ensure your messaging aligns with your school's standards and voice.

Shared calendars

Need to share content with people outside of your team, like a dean, faculty member, or external partner? Agorapulse allows you to easily share upcoming content with external users who do not have direct access to Agorapulse. They can view, approve, reject, or comment on the content, facilitating a fast feedback loop for easy collaboration.

Internal notes

Keep everyone on the same page with internal notes linked directly to scheduled posts or to a specific social profile on the calendar. Use notes to share instructions, feedback, or reminders, so your team stays aligned. This feature is particularly valuable for clarifying final changes or providing additional context to approvers.



Add note

×

Title

Add your title

Content (optional)

Add content to your note

Date

Jun 12, 2024

Linked profiles (optional)

Select social profiles

Color

✓

+ Add Color Label

Cancel

Save Note

Bulk publishing

Agorapulse's bulk publishing feature lets you schedule multiple posts at once, which is perfect for extensive campaigns or maintaining regular content flow without daily uploads. Save time and focus your energy on strategy and content quality.

Tagging and labeling

Add custom tags and labels to organize content by campaign, topic, or department. This makes it easier to track what's working, streamline reporting, and see what types of content you're posting.

By using Agorapulse to streamline and centralize your content publishing, you can stay organized, collaborate better, and be ready for whatever the semester brings.

Chapter 3:

Reporting With Agorapulse

Posting content is just the beginning. Social media should also make an impact. Tracking, measuring, and understanding what's working (and what's not) is critical if you want to make effective data-backed decisions.

Agorapulse offers powerful reporting tools to help you measure performance across platforms and track progress towards institutional goals like enrollment and alumni engagement.

Here's how Agorapulse can help you track performance and tell a clearer story with your data.



Simplified UTM tracking

Trying to prove the impact of your posts, like how your recruitment posts actually drive traffic to the admissions page? Agorapulse makes it easy. Automatically add UTM parameters to your links to monitor where your traffic is coming from and how your audience interacts with your site. This helps you measure the impact of specific posts or campaigns.

In-Depth Performance Metrics

Demographic Insights

Get to know your audience on a deeper level. Agorapulse provides rich demographic data, including age, gender, location, and language preferences, which helps you tailor your content to match your audience's characteristics and interests.

Engagement Analysis

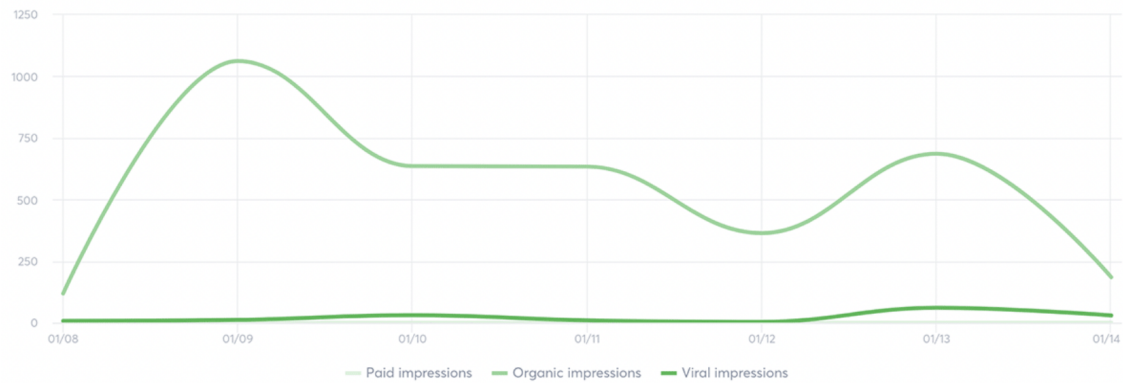
Track likes, comments, shares, and other forms of engagement across all major platforms. Agorapulse's engagement chart automatically breaks down interactions by type and day so you can easily see which content pieces are resonating the most, allowing you to replicate successful formats for future posts.

Reach and Impressions

Understand the scale of your content's visibility. Agorapulse measures both reach (how many people see your posts) and impressions (how many times your posts are displayed), giving you clues about your content's ability to catch and retain attention. Particularly helpful during big campaigns (like homecoming, convocation, and fundraising initiatives).

Impressions

Number of times your page's content has been viewed during the selected period. This includes paid, organic, and viral impressions.



Paid impressions	0
Organic impressions	3,686
Viral impressions	156
Total impressions	3,842

The total impressions are

3,842

representing a variation of + 119.4% compared to Jan 1, 2022 - Jan 7, 2022

Optimal Posting Times

Discover the best times to post based on when your audience is most active.

Agorapulse can guide your scheduling decisions to maximize engagement. Great for maximizing limited team bandwidth and making sure the content you worked hard on doesn't go unnoticed.

Best day and time to publish

Average day and hour published post are most likely to reach fans.



Advanced Reporting

Need to report on insights for a specific department or faculty? Agorapulse's Power Reports add-on lets you tailor what data to include, keeping things focused for the specific audience. Whether it's an aggregated view across all profiles or a detailed analysis of a single platform, Agorapulse lets you generate reports that cater to your needs, including:

- **Aggregated Report (by Profile or Network):** This is perfect for getting an overview of your school's performance across all social media or within a specific network.
- **Individual Report:** Metrics that are specific to each social profile and shown separately. Ideal for a granular look at each profile's metrics.
- **Combined Report:** Merge aggregate and individual report data for a comprehensive look at your strategies.

Social ROI and Google Analytics Integration

Find out your social media ROI

Link your Google Analytics account with Agorapulse to harness even deeper insights. This integration allows you to track the journey from social interactions to website visits, goal completions, and conversions. Measure the direct impact of your social media activities by understanding the pathways visitors take from initial engagement to final action.

About Agorapulse

Using Social Media to Shape Your School's Story

Great social media content takes more than creativity. It takes the right tools, strategy, and a deep understanding of your audience. When those elements work together, social media becomes a powerful way to tell your school's story, build community, and support institutional goals.

Ready to simplify your social media management?

Book a demo today →



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