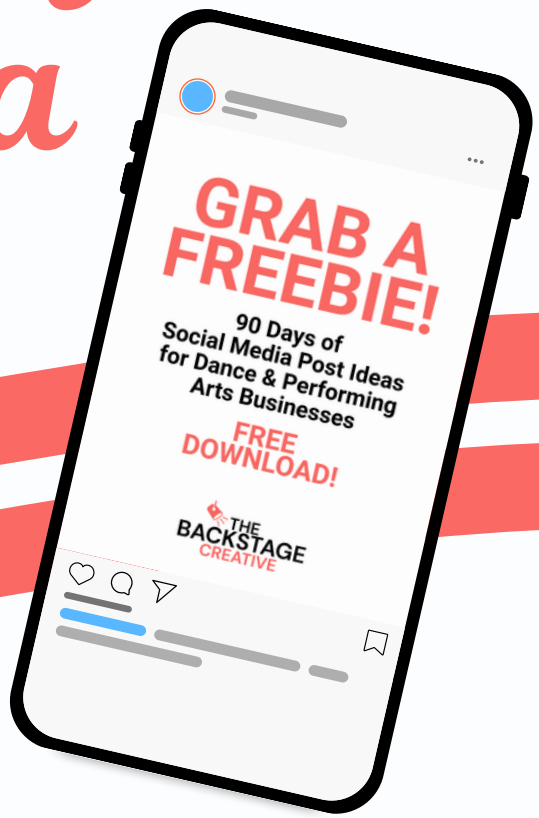
THE BACKSTAGE CREATIVE PRESENTS

The Backstage Social Media Toolkit



Plan, create and share your content with more confidence and consistency.

Created specifically for dance and performing arts businesses

THE BACKSTAGE CREATIVE

WELCOME TO

The Backstage Social Media Toolkit

If social media often ends up being squeezed in between classes, admin, emails and everything else involved in running your business, this toolkit has been created to make planning and creating content feel simpler.

Inside, you'll find ready-to-personalise captions, practical Reel ideas, Story inspiration, editable Canva templates and planning tools, all created specifically for dance and performing arts businesses.

The aim isn't to give you more content to work through or make you feel like you need to post every day. Instead, it's designed to give you a clear starting point, save you time and help you create consistent content that reflects your business.

You don't need to use everything at once. Choose the ideas that feel relevant to your school, adapt them to suit your own voice and use the planning pages to create a content plan that works for you.

I hope this toolkit gives you plenty of inspiration and makes showing up on social media feel that little bit easier.



Anna

The Backstage Creative

A little reminder:

You don't need to use every idea or post every day.
Choose what works for your business and make it your own.

HOW TO USE THIS TOOLKIT

This toolkit has been designed to make planning and creating social media content simpler. You can work through it from beginning to end or choose the sections that are most useful to your business.

1. **DECIDE WHAT YOU WANT TO SHARE**
Start by thinking about what is happening in your school this month. Consider any classes you would like to promote, important dates, upcoming events, student achievements or moments you would like to celebrate.

2. **CHOOSE YOUR CONTENT**
Browse the caption bank, Reel ideas and Story prompts, then choose the content that feels most relevant to your school and your audience.

3. **MAKE IT YOUR OWN**
Use the ready-to-personalise wording as a starting point, then add your school's name, classes, personality and individual stories. The most engaging content will always feel like it belongs to your business.

4. **PLAN YOUR MONTH**
Use the content planner to decide what you will share and when. You don't need to post every day; choose a schedule that feels realistic and that you can maintain consistently.

5. **CREATE AND SCHEDULE**
Use the editable Canva templates to create your graphics, then schedule content in advance where possible. Leave some space for spontaneous updates and moments from everyday school life too.

Remember:

Your content doesn't need to be perfect or follow a rigid plan. Use this toolkit as a starting point, adapt the ideas to suit your school and focus on showing up in a way that feels natural and manageable.

READY-TO-PERSONALISE CAPTIONS

Writing the caption is often the part that takes the longest. You know what you want to share, but finding the right words—or knowing where to begin—can be difficult when you're already managing everything else within your business.

The captions in this section have been created specifically for dance and performing arts businesses and are designed to give you a strong starting point.

Each caption can be personalised using the prompts in [brackets]. Add your school name, class details, teaching style and personality so the wording feels natural and reflects your business.

You can use the captions as they are, adapt sections to suit your tone of voice or simply use them as inspiration to create something completely your own.



THE BACKSTAGE CREATIVE

Promoting Your School

1. What Makes Your School Special

Best used with: A group photo, class photo or video showing the atmosphere within your school.

Caption:

Every school has something that makes it special, and at [SCHOOL NAME], we are proud to create a place where students can learn, grow and enjoy being part of a supportive community.

Our classes are about more than developing skills in [DANCE/PERFORMING ARTS STYLE]. We want every student to feel encouraged, included and confident to be themselves, whether they are joining us for the first time or have been part of our school for many years.

We love seeing the friendships, confidence and memories that grow alongside the learning, and we feel incredibly lucky to share those moments with our students each week.

If you would like to find out more about joining [SCHOOL NAME], send us a message or visit [WEBSITE/LINK].

2. Trial Class Invitation

Best used with: A welcoming class photo or a short video showing what students can expect.

Caption:

Thinking about joining [SCHOOL NAME] but not sure which class would be the best fit?

Our [CLASS NAME] classes are designed for [AGE GROUP/ABILITY LEVEL] and offer students the opportunity to develop their skills, build confidence and enjoy being part of a friendly and encouraging environment.

Trying something new can sometimes feel a little daunting, which is why we always aim to make new students feel welcome from the moment they arrive.

We currently have trial spaces available in [CLASS/DAY/TIME]. If you would like to find out more or arrange a trial, send us a message and we'll be happy to help.

3. Spaces Available

Best used with: A class photo, branded "Spaces Available" graphic or short class video.

Caption:

We currently have a limited number of spaces available in our [CLASS NAME] classes.

These sessions are perfect for [AGE GROUP] who would love the opportunity to [LEARN NEW SKILLS/BUILD CONFIDENCE/PERFORM/MAKE FRIENDS] in a supportive and enjoyable environment.

Classes take place on [DAY] at [TIME] in [LOCATION], and new students are always given a warm welcome.

If you have been considering joining us, this could be the perfect time to get started. Send us a message or visit [WEBSITE/LINK] to find out more.

4. Welcoming New Students

Best used with: A welcoming team photo, studio image or class photo.

Caption:

Starting a new class is an exciting step, but we understand that walking through the door for the first time can sometimes feel a little daunting.

At [SCHOOL NAME], we do everything we can to help new students feel comfortable, included and part of the school from their very first session.

There is no expectation to arrive knowing everything. Our teachers will guide and support each student as they learn new skills, meet new people and grow in confidence at their own pace.

If you are thinking about joining [SCHOOL NAME], we would love to welcome you. Get in touch to find out which class could be the right fit.

5. Why Families Choose Your School

Best used with: A happy class photo, parent testimonial or image showing your school community.

Caption:

Choosing the right class is about more than finding a suitable day and time. Families want to know that their child will feel welcomed, supported and excited to attend each week.

At [SCHOOL NAME], we are proud to offer [DESCRIBE YOUR APPROACH OR VALUES] alongside high-quality teaching and opportunities for every student to progress.

Whether a student joins us to build confidence, develop their skills, make new friends or work towards future goals, we aim to make their experience positive and rewarding.

We are incredibly grateful to every family who chooses to be part of our school community. If you would like to learn more about us, send us a message or visit [WEBSITE/LINK].

6. Your School Values

Best used with: A branded values graphic or a photo that represents your school culture.

Caption:

At the heart of [SCHOOL NAME] are the values that shape everything we do.

We believe in [VALUE ONE], [VALUE TWO] and [VALUE THREE], and we aim to reflect these values in every class, rehearsal and performance.

Alongside developing skills, we want our students to feel supported, encouraged and proud of their progress. Every student brings something different to our school, and creating an environment where they can grow as individuals is incredibly important to us.

These values are part of what makes our community so special, and we are proud to see them reflected in our students every day.

Building Your Community

7. Celebrating Student Progress

Best used with: A class photo, rehearsal clip or before-and-after progress video.

Caption:

Progress doesn't always arrive through one big achievement. Often, it can be seen in the small moments that happen each week.

It might be a student remembering a step they once found difficult, volunteering to demonstrate in class, performing with more confidence or simply arriving with a smile and feeling ready to take part.

At [SCHOOL NAME], we believe every step forward deserves to be recognised because each student's progress will look different.

We are so proud of the effort, determination and enthusiasm our students continue to show, and we love being part of their development.

8. Student Achievement

Best used with: A photo of the student, certificate, award or performance moment.

Caption:

We are incredibly proud of [STUDENT NAME/GROUP] for [ACHIEVEMENT].

This achievement reflects the hard work, commitment and determination they have shown throughout [TIME PERIOD/PROJECT/TERM], and it has been wonderful to see their confidence and skills develop along the way.

Please join us in celebrating this brilliant achievement and showing [STUDENT NAME/GROUP] some well-deserved support.

Congratulations from everyone at [SCHOOL NAME]!

9. Friendships Through Classes

Best used with: A candid group photo or students enjoying time together.

Caption:

One of the loveliest parts of being involved in dance and performing arts is the friendships that grow along the way. Students learn together, support one another through challenges and share exciting experiences, from weekly classes and rehearsals to exams, shows and performances.

For many students, their class becomes somewhere they can feel comfortable, be themselves and spend time with people who share their interests.

The skills they develop are important, but the friendships and memories they make can stay with them for many years.

10. Parent and Family Appreciation

Best used with: A show photo, audience image or thank-you graphic.

Caption:

Today, we would like to say a big thank you to all the parents, carers and families who support our students and our school.

From bringing students to classes and helping with practice at home to organising costumes, attending performances and encouraging them through new challenges, your support makes such a difference.

We know there is often a lot happening away from the studio, and we are incredibly grateful for the time, encouragement and commitment you give.

Thank you for being such an important part of the [SCHOOL NAME] community.

11. Meet the Teacher

Best used with: A friendly teacher photo or short introduction video.

Caption:

Meet [TEACHER NAME], one of the wonderful teachers here at [SCHOOL NAME].

[TEACHER NAME] teaches [CLASSES/STYLES] and has been part of our team for [LENGTH OF TIME].

With experience in [TRAINING/QUALIFICATIONS/CAREER HIGHLIGHTS], they are passionate about helping students [TEACHING GOAL OR APPROACH].

When they aren't teaching, you will usually find them [FUN OR PERSONAL DETAIL].

We are very lucky to have [TEACHER NAME] as part of our team. Leave a comment and say hello!

12. Celebrating Your School Community

Best used with: A group photo, show finale or collection of moments from the term.

Caption:

Our school is made up of so many different people, each bringing their own personality, talents and experiences to our community.

From our students and teachers to the families who support us, everyone plays a part in making [SCHOOL NAME] the welcoming and encouraging place it is.

We are proud of the achievements that happen here, but we are equally proud of the kindness, friendships, teamwork and support we see each week.

Thank you to everyone who continues to make our school community so special.

Classes & Opportunities

13. Class Spotlight

Best used with: Photos or video clips from the featured class

Caption:

This week, we are shining a spotlight on our [CLASS NAME] class.

Designed for [AGE GROUP/ABILITY LEVEL], these sessions give students the opportunity to develop [SKILLS] while building confidence and enjoying time with others who share their interests.

Each class includes [BRIEF DESCRIPTION OF WHAT HAPPENS], with support and guidance from [TEACHER NAME].

Our [CLASS NAME] sessions take place on [DAY] at [TIME] in [LOCATION].

To find out more or enquire about availability, send us a message.

14. New Class Announcement

Best used with: A branded launch graphic or video introducing the new class.

Caption:

We are excited to announce a brand-new class at [SCHOOL NAME]!

Our new [CLASS NAME] sessions will begin on [START DATE] and are suitable for [AGE GROUP/ABILITY LEVEL].

Students will have the opportunity to [KEY BENEFITS OR ACTIVITIES] in a welcoming and supportive environment.

Classes will take place every [DAY] at [TIME] in [LOCATION].

Spaces are now available. To find out more or reserve a place, send us a message or visit [WEBSITE/LINK].

15. Workshop Promotion

Best used with: A workshop graphic, teacher image or previous workshop footage.

Caption:

Join us for our upcoming [WORKSHOP NAME]!

Taking place on [DATE] at [LOCATION], this workshop is a fantastic opportunity for [AGE GROUP/ABILITY LEVEL] to explore [STYLE/THEME], develop new skills and enjoy a session outside their usual weekly classes.

The workshop will be led by [TEACHER/GUEST NAME] and will include [BRIEF DETAILS].

Places are limited, so early booking is recommended.

For more information or to reserve a place, visit [BOOKING LINK] or send us a message.

16. Holiday Club Promotion

Best used with: A colourful event graphic or photos from a previous holiday club.

Caption:

Looking for something creative and exciting during the [SCHOOL HOLIDAY]?

Our [HOLIDAY CLUB NAME] will take place on [DATE] and is filled with [DANCE/DRAMA/SINGING/CRAFTS/GAMES/PERFORMANCE ACTIVITIES].

The day is designed for [AGE GROUP] and gives children the opportunity to learn new skills, make friends and enjoy being creative in a welcoming environment.

No previous experience is needed, and [NON-MEMBERS/NEW STUDENTS] are welcome to join us.

Spaces are limited. Visit [BOOKING LINK] or contact us to book.

17. Upcoming Performance

Best used with: A rehearsal photo, show poster or performance countdown graphic.

Caption:

The countdown is officially on for [SHOW/PERFORMANCE NAME]!

Our students and team have been working incredibly hard during rehearsals, and we are so excited to see everything come together on [DATE] at [VENUE].

There is still plenty happening before the curtain rises, but the energy and excitement are already building.

We can't wait to share this performance with our audience and celebrate everything our students have achieved.

Tickets are available from [BOOKING INFORMATION].

18. Exam Opportunities

Best used with: An exam preparation photo, certificates or a celebration graphic.

Caption:

Exams can be a valuable opportunity for students to work towards a goal, recognise their progress and celebrate the skills they have developed.

At [SCHOOL NAME], we offer [EXAM BOARD/TYPE OF EXAMS] for students who are ready and would like to take part.

Throughout the preparation process, students are supported with [DETAILS OF SUPPORT], helping them understand what to expect and feel confident on the day.

While exams are an exciting achievement, we also recognise that every student's journey is different and will always recommend opportunities based on individual readiness and goals.

Trust & Expertise

19. Your Teaching Approach

Best used with: A photo or video of a teacher supporting students during class.

Caption:

Every student learns differently, which is why our teaching approach at [SCHOOL NAME] focuses on [YOUR APPROACH].

We aim to create classes where students feel comfortable asking questions, trying new things and learning from challenges without feeling pressured to be perfect.

Alongside developing technique and performance skills, we encourage confidence, creativity and a positive attitude towards learning.

Our goal is for every student to feel supported while being encouraged to reach their individual potential.

20. Why Progress Takes Time

Best used with: A rehearsal clip, skills practice video or progress comparison.

Caption:

Learning a new skill takes time, patience and plenty of practice.

Progress isn't always a straight line. Some weeks bring exciting breakthroughs, while others are about revisiting the basics, building strength or developing confidence.

Every class contributes to the bigger picture, even when the improvement isn't immediately visible.

At [SCHOOL NAME], we encourage students to recognise how far they have come rather than comparing their progress with somebody else's.

The small steps matter, and over time they can lead to achievements students once thought were out of reach.

21. The Benefits of Performing Arts

Best used with: A joyful class photo, performance image or montage.

Caption:

Dance and performing arts offer so much more than the skills students develop in the studio.

Through classes, students can build confidence, creativity, communication and teamwork while learning how to express themselves and work towards shared goals.

They experience the excitement of mastering something new, the resilience that comes from working through challenges and the sense of achievement that follows commitment and practice.

Every student takes something different from their experience, and that is part of what makes performing arts so valuable.

22. What Happens in a Class?

Best used with: A class montage or "come to class with us" Reel.

Caption:

Wondering what happens during a typical [CLASS NAME] session at [SCHOOL NAME]?

Classes usually begin with [WARM-UP/INTRODUCTORY ACTIVITY] before moving on to [TECHNIQUE/SKILLS/EXERCISES].

Students then work on [ROUTINES/SCRIPTS/SONGS/CREATIVE ACTIVITIES], with time to practise, ask questions and build confidence.

Each session is planned to support students at their current level while introducing new challenges and opportunities to progress.

Most importantly, we want students to leave feeling encouraged, proud of what they have achieved and excited to return.

23. Supporting Every Individual Student

Best used with: A teacher-and-student image or small group class photo.

Caption:

Every student arrives with different experiences, strengths, goals and levels of confidence.

At [SCHOOL NAME], we take the time to get to know our students and support their individual development.

For one student, progress might mean performing confidently on stage. For another, it could be joining in with a new activity, speaking in front of the group or feeling comfortable enough to express themselves.

There is no single definition of success, and we are proud to celebrate the progress that matters to each individual student.

24. Your Experience and Story

Best used with: A photo of the school owner, an older image or a then-and-now post.

Caption:

[SCHOOL NAME] began in [YEAR] with [BRIEF DESCRIPTION OF HOW OR WHY YOU STARTED].

Since then, the school has grown and developed in ways we could never have imagined, welcoming [STUDENTS/FAMILIES/TEACHERS] and creating opportunities including [SHOWS, EXAMS, EVENTS OR HIGHLIGHTS].

There have been many lessons, exciting milestones and memorable moments along the way, but our purpose has remained the same: [YOUR MISSION OR REASON FOR TEACHING].

We are incredibly proud of everything our school community has achieved and excited for what comes next.

Engagement & Personality

25. Favourite Dance or Performance Style

Best used with: A selection of class images or a fun branded graphic.
Caption:
We would love to know which style you would choose!
Are you happiest performing [OPTION ONE], do you love the energy of [OPTION TWO], or would you always choose [OPTION THREE]?
Perhaps you enjoy a little bit of everything and could never pick just one.
Let us know your favourite in the comments—and tell us why!

26. Share Your Favourite Memory

Best used with: A throwback photo, show image or collection of school memories.
Caption:
Over the years, we have shared so many wonderful moments at [SCHOOL NAME], from first classes and new friendships to performances, exams, trips and celebrations.
We would love to hear about your favourite memory.
Perhaps it was a particular show, a class that always made you smile, a friendship that began at the school or a moment when you achieved something you had worked towards for a long time.
Share your favourite [SCHOOL NAME] memory in the comments.

27. Ask the Teacher

Best used with: A teacher photo, talking video or question-box graphic.
Caption:
Is there something you have always wanted to ask one of our teachers?
Perhaps you would like to know how they started [DANCING/SINGING/ACTING], what their favourite performance has been or which style they enjoy teaching most.
Leave your questions for [TEACHER NAME/OUR TEAM] in the comments, and we'll answer as many as we can in an upcoming post or Story.

28. What Are You Looking Forward To?

Best used with: A term overview, rehearsal image or upcoming-event graphic.
Caption:
We have lots to look forward to over the coming [TERM/MONTH/SEASON] at [SCHOOL NAME].
From [EVENT/ACTIVITY] and [EVENT/ACTIVITY] to our regular classes and time together each week, there are plenty of exciting moments ahead.
We would love to know what our students and families are most looking forward to.
Let us know in the comments!

29. Finish the Sentence

Best used with: A simple branded graphic featuring the prompt.
Caption:
Finish the sentence:
"My favourite thing about [DANCE/SINGING/ACTING/PERFORMING] is..."
There are so many reasons people enjoy performing arts. It could be the music, learning new skills, being on stage, spending time with friends or simply having a space to be creative.
We would love to hear your answers. Complete the sentence in the comments.

30. This or That

Best used with: A split graphic showing two options.
Caption:
It's time for a [DANCE/PERFORMING ARTS] edition of This or That!
Which would you choose?
[OPTION ONE] or [OPTION TWO]
[OPTION THREE] or [OPTION FOUR]
[OPTION FIVE] or [OPTION SIX]
There are no wrong answers, although we have a feeling some of these choices might divide the room!
Share your answers in the comments and tag someone who would choose the opposite.

REELS MADE SIMPLE

Creating Reels doesn't need to mean learning complicated transitions, following every trend or spending hours editing videos.

Some of the most engaging content comes from short, genuine clips showing the people, classes and moments that make your school unique.

The ideas in this section are designed to be simple to film and easy to adapt. Each idea includes suggestions for what to capture, wording you can use on screen and a caption starter to help bring everything together.

You don't need to create everything in one day. Build a bank of short video clips throughout the month, then use them whenever you are ready to create your content.



THE BACKSTAGE CREATIVE

1. A Week at Our School

What to film:
Capture short clips from several classes throughout the week. Include different age groups, styles, teachers and moments where possible.
Text on screen:
A little look at a week at [SCHOOL NAME] ✨
Caption starter:
Another busy week at [SCHOOL NAME], filled with classes, learning, creativity and plenty of brilliant moments.
From [CLASS/STYLE] to [CLASS/STYLE], we love seeing our students develop their skills, grow in confidence and enjoy being part of our school community.

2. Come to Class With Us

What to film:
Film the studio before students arrive, shoes or equipment being prepared, students entering, warming up and taking part in class.
Text on screen:
Come to [CLASS NAME] with us
Caption starter:
Have you ever wondered what happens during our [CLASS NAME] sessions?
Here is a little look at a typical class, from arriving and warming up to learning new skills and enjoying time together.

3. POV: You Found Your Dance School

What to film:
Use warm clips showing smiling students, friendships, teachers encouraging students and moments from classes or performances.
Text on screen:
POV: You found a school where you can learn, grow and be yourself.
Caption starter:
Finding the right school is about so much more than choosing a class from a timetable.
We want every student at [SCHOOL NAME] to feel welcomed, encouraged and excited to come to class each week.

4. Meet the Teacher

What to film:
Ask a teacher to smile or wave at the camera, teach part of a class and demonstrate a favourite skill.
Text on screen:
Meet [TEACHER NAME]
Teacher of [CLASSES]
Caption starter:
Meet [TEACHER NAME], one of the wonderful teachers here at [SCHOOL NAME].
They are passionate about [TEACHING APPROACH/STYLE] and love helping students develop their confidence and skills.

5. From Empty Studio to Full Class

What to film:
Start with a clip of the empty studio, then transition to the same space filled with students.
Text on screen:
Our favourite transformation ✨
Caption starter:
There is something special about watching an empty studio come to life.
Within a few minutes, it becomes a space filled with music, learning, creativity and the people who make our school what it is.

6. The 10 seconds you see... and the weeks of work behind it.

What to film:
First, show a polished routine or performance. Then show the rehearsals, corrections, practice and funny moments involved in creating it.
Text on screen:
First clip:
What the audience sees...
Second clips:
What the teachers see...
Caption starter:
Every finished performance has a story behind it.
There are rehearsals, corrections, moments of determination, plenty of repetition and lots of progress along the way.

7. Three Reasons to Join

What to film:
Choose three clips showing different benefits, such as learning skills, building friendships and performing.
Text on screen:
Three reasons to join [SCHOOL NAME]
1. Build confidence
2. Learn new skills
3. Become part of our community

Caption starter:
There are so many reasons to become involved in dance and performing arts.
Students can develop new skills, grow in confidence, express their creativity and make friendships along the way.

8. A Day in the Life of a Teacher

What to film:
Capture preparing lesson plans, packing a teaching bag, travelling to the studio, setting up, teaching and finishing the day.
Text on screen:
A day in the life of a [DANCE/PERFORMING ARTS] teacher
Caption starter:
There is always plenty happening before the first student walks through the door.
Here is a little look at a typical teaching day, from preparation and planning to classes and everything in between.

9. Student Progress

What to film:
Use an older clip followed by a recent clip showing progress in a skill, routine or performance.
Text on screen:
Progress happens one class at a time.
Caption starter:
Progress takes patience, practice and consistency.
We are incredibly proud of the commitment [STUDENT/GROUP] has shown and how much they have developed over [TIME PERIOD].

10. Getting Ready for a Show

What to film:
Capture rehearsals, costumes, props, programmes, backstage preparation and short clips from the stage.
Text on screen:
Getting ready for [SHOW NAME] 🎭
Caption starter:
The countdown to [SHOW NAME] is officially on.
There is so much happening both in rehearsals and away from the studio, and we can't wait to see everything come together.

11. What's in a Teacher's Bag?

What to film:
Take items out of the bag one by one and place them on a table. Ideas include shoes, notebook, speaker, charger, water bottle, snacks, first-aid items and spare hairbands.
Text on screen:
What's inside a [DANCE/DRAMA/SINGING] teacher's bag?
Caption starter:
A teacher's bag contains everything from the essentials to a few things you might not expect.
Which item do you think we use most often?

12. Class Highlights

What to film:
Collect short clips from one class, including warm-ups, skills, routines, group work and smiles.
Text on screen:
This week in [CLASS NAME]
Caption starter:
Our [CLASS NAME] students have been working on [SKILL/ROUTINE/THEME] this week.
It has been wonderful to see their confidence and understanding continue to develop.

13. First Class to Centre Stage

What to film:
Start with an older photo or clip from a student's early classes, followed by a recent performance clip.
Text on screen:
From their first class...
To centre stage ✨
Caption starter:
Every student's journey begins somewhere.
Watching students grow from their first class into confident performers is one of the most rewarding parts of what we do.

14. Studio Tour

What to film:
Walk through the entrance, reception, changing areas and studio spaces.
Text on screen:
Welcome to [SCHOOL NAME]
Come and have a look around.
Caption starter:
If you are thinking about joining us, here is a little look around the place we call home.
We want every student and family to feel welcome from the moment they arrive.

15. Exam Preparation

What to film:
Capture students practising exercises, teachers giving feedback, exam paperwork and preparation materials.
Text on screen:
1. Exam preparation is underway...
Caption starter:
Our students are currently working hard towards their upcoming [EXAM TYPE/BOARD] exams.
We are proud of the focus, commitment and progress they continue to show during every class.

16. Things That Make Our School Special

What to film:
Capture three to five moments that represent your school, such as friendships, teacher support, performances and celebrations.
Text on screen:
Things that make [SCHOOL NAME] special...
Caption starter:
Our school is about more than the classes on our timetable.
It is the people, friendships, encouragement and shared experiences that make our community what it is.

17. New Student Experience

What to film:
Show arriving at the building, meeting the teacher, entering the studio and joining the class. Use a current student to recreate the experience if needed.
Text on screen:
What to expect from your first class.
Caption starter:
Starting a new activity can feel exciting and a little daunting, so we want new students to know exactly what to expect.
From the moment you arrive, our team will be there to welcome you and help you feel comfortable.

18. Then and Now

What to film:
Use an older school photo or video followed by a recent one.
Text on screen:
[YEAR] ➡️ [YEAR]
Look how far we've come.
Caption starter:
So much has changed since [SCHOOL NAME] began in [YEAR].
We are incredibly proud of how our school has grown and grateful to every student, family and team member who has been part of the journey.

19. Why We Love Teaching

What to film:
Ask teachers to each share one short answer, or show clips of teachers supporting students with their answers written on screen.
Text on screen:
We asked our team:
"What do you love most about teaching?"
Caption starter:
There are so many reasons our team loves teaching, from seeing students achieve something new to watching their confidence grow over time.
Here are a few of the moments that make the job so special.

20. End-of-Month Highlights

What to film:
Use your favourite clips from classes, events, rehearsals and achievements throughout the month.
Text on screen:
A few moments from [MONTH] at [SCHOOL NAME]
Caption starter:
What a brilliant month it has been.
From [HIGHLIGHT] to [HIGHLIGHT], there have been so many moments to celebrate, and we are proud of everything our students have achieved.
Thank you to everyone who has been part of another wonderful month at [SCHOOL NAME].

STORIES MADE SIMPLE

Stories are a great way to share the everyday moments that may not always become a permanent social media post.

They give current families a glimpse into what is happening within your school while helping potential new students get to know your classes, teachers and community.

You don't need to create polished graphics for every Story. Photos from class, short video clips, quick updates and simple interactive stickers can often feel more natural and engaging.

Use these ideas as a starting point and adapt them to suit your school. Some can be shared as one simple Story, while others can be turned into a short sequence.



THE BACKSTAGE CREATIVE

Everyday School Life

1. What's Happening This Week?

What to share:
A photo of your timetable, planner, studio or a simple branded background.
Suggested wording:
A busy week ahead at [SCHOOL NAME]!
This week we have:
✨ [CLASS/EVENT]
✨ [REHEARSAL/WORKSHOP]
✨ [IMPORTANT DATE]
We're looking forward to seeing everyone.

2. Today at the Studio

What to share:
A photo or short clip before classes begin.
Suggested wording:
The studio is ready for another evening of classes.
Today we're welcoming our [CLASS NAMES/AGE GROUPS].
You could follow this later with a short class clip.

3. Setting Up for Class

What to share:
A quick video of the teacher preparing the room, equipment, music or class materials.
Suggested wording:
A little preparation before our [CLASS NAME] students arrive.
This doesn't need any further explanation. The glimpse into your working day is the content.

4. Today's Class Focus

What to share:
A class photo, teacher video or simple text Story.
Suggested wording:
Today, our [CLASS NAME] students are working on [SKILL/ROUTINE/THEME].
We can't wait to see how it develops over the next few weeks.

5. A Moment From Class

What to share:
A short, natural video clip from a class.
Suggested wording:
A little moment from today's [CLASS NAME] session ✨
Keep this simple and allow the video to speak for itself.

6. Teacher Preparation

What to share:
A lesson plan, notebook, playlist or teaching resources.
Suggested wording:
A little look at today's class planning.
We're preparing [ACTIVITY/SKILL/ROUTINE] for our [CLASS NAME] students.

Community & Connection

7. Student Celebration

What to share:
A photo of a student, group, certificate or achievement.
Suggested wording:
A big well done to [STUDENT/GROUP] for [ACHIEVEMENT].
We are so proud of the hard work and commitment you have shown.

8. This Week's Proud Moment

What to share:
A class photo, video or text-only Story
Suggested wording:
One of our proudest moments this week...
[SHARE THE MOMENT OR ACHIEVEMENT]
It has been wonderful to see the progress being made.

9. Student Shout-Out

What to share:
A photo or short video of a student or class.
Suggested wording:
Today's shout-out goes to [STUDENT/GROUP] for [EFFORT, KINDNESS, PROGRESS OR ACHIEVEMENT].
Keep up the brilliant work!

10. A Lovely Message

What to share:
A screenshot of positive feedback, with names and personal details hidden where appropriate.
Suggested wording:
Receiving messages like this always makes our day.
Thank you for your lovely words and for being part of [SCHOOL NAME].

11. School Memory

What to share:
An older photo from a show, class, event or previous year.
Suggested wording:
A little throwback to [EVENT/YEAR].
We would love to know who remembers this!
Add a poll:
I remember! / Before my time

12. Meet Our Community

What to share:
A teacher, student, volunteer or team member.
Suggested wording:
Meet [NAME]!
[NAME] has been part of [SCHOOL NAME] for [TIME] and [SHORT FACT OR ROLE].
We love having you as part of our community.

Engagement & Interaction

13. Choose the Music

What to share:
Two song choices using a poll.
Suggested wording:
Help us choose today's warm-up song!
🎵 [SONG ONE]
🎵 [SONG TWO]
Use the poll sticker and reveal the winner later.

14. This or That

What to share:
A simple branded graphic or text-only Story.
Suggested wording:
Which would you choose?
Rehearsals 🎭 or performance night ✨
Other options could include:

- Ballet or jazz?
- Singing or acting?
- Centre stage or backstage?
- Solo or group routine?
- Morning classes or evening classes?

15. Ask Our Teacher

What to share:
A photo of the featured teacher with a question box.
Suggested wording:
[TEACHER NAME] is taking over our Stories!
Is there anything you would like to ask about [CLASS/STYLE/SUBJECT]?
Share some of the answers later.

16. Guess the Class

What to share:
A close-up of shoes, props, costumes or equipment.
Suggested wording:
Can you guess which class is about to begin?
Add a quiz sticker with several options.
Follow it with a photo or video revealing the answer.

17. Finish the Sentence

What to share:
A text Story with a question box.
Suggested wording:
Finish the sentence:
"My favourite thing about performing is..."
Share some of the responses afterwards.

18. What Would You Like to See?

What to share:
A simple branded background with a question box.
Suggested wording:
What would you like to see more of on our social media?
Classes, teacher tips, rehearsals, school life or something else?
This can also help you plan future content.

Helpful & Informative

19. Class Reminder

What to share:
A branded graphic or relevant class photo.
Suggested wording:
A quick reminder that [CLASS/EVENT] takes place at [TIME] today.
We're looking forward to seeing everyone!

20. What to Bring

What to share:
A flat-lay photo of shoes, clothing, water bottle or equipment.
Suggested wording:
Coming to [CLASS/WORKSHOP/EVENT]?
Don't forget:
✓ [ITEM]
✓ [ITEM]
✓ [ITEM]

21. Frequently Asked Question

What to share:
A text Story or a video of the school owner answering the question.
Suggested wording:
A question we're often asked:
"Does my child need any previous experience?"
[ADD YOUR ANSWER]
You could save useful FAQs to an Instagram Highlight.

22. New Student Information

What to share:
A welcoming photo of your teacher, team or studio.
Suggested wording:
Joining us for the first time?
Our team will be there to welcome you, show you where to go and help you settle into class.
If you have any questions before your first session, please get in touch.

23. Important Date

What to share:
A simple branded reminder graphic.
Suggested wording:
Save the date 📅
[EVENT/SHOW/EXAM/TERM DATE]
More information will be shared soon.
Add the countdown sticker if appropriate.

24. One Quick Tip

What to share:
A teacher speaking to the camera or demonstrating something.
Suggested wording:
A quick tip from [TEACHER NAME]:
[ADD A SHORT, USEFUL TIP]
Keep it simple and focus on one point rather than trying to teach a full lesson.

Promotion

25. Class Spaces Available

What to share:
A class photo or branded graphic.
Suggested wording:
We currently have spaces available in [CLASS NAME].
📅 [DAY]
⏰ [TIME]
📍 [LOCATION]
Send us a message to find out more.
Add a link sticker if you have an online booking page.

27. Class Spotlight

What to share:
Several short clips from one class.
Suggested wording:
Today's class spotlight:
[CLASS NAME]
For ages [AGE], every [DAY] at [TIME].
Follow with clips showing what happens during the class.

29. Countdown

What to share:
A show, exam, event or term-start graphic.
Suggested wording:
The countdown is on!
Only [NUMBER] days until [EVENT].
Add Instagram's countdown sticker so followers can set a reminder.

26. What to Expect From a Trial

What to share:
A short sequence of two or three Stories.
Suggested wording:
Story 1:
Thinking about trying a class but not sure what to expect?
Story 2:
When you arrive, [EXPLAIN YOUR WELCOME PROCESS].
Story 3:
Our team will help you settle in and make sure you know what to do.
Send us a message to arrange your trial.

28. Upcoming Workshop or Event

What to share:
An event graphic followed by previous photos or video clips.
Suggested wording:
Join us for [EVENT NAME]!
📅 [DATE]
⏰ [TIME]
📍 [LOCATION]
Places are now available.
Add your booking link.

30. Why Join Our School?

What to share:
A short sequence using real photos and videos.
Suggested wording:
Looking for a [DANCE/PERFORMING ARTS] school for [AGE GROUP]?
Story 2:
At [SCHOOL NAME], students can:
✨ Develop new skills
✨ Build confidence
✨ Make friends
✨ Enjoy performing
Story 3:
We would love to welcome you.
Send us a message or use the link below to find the right class.

PLAN YOUR CONTENT

Planning ahead doesn't mean every post needs to be created weeks in advance or that there is no room for spontaneous content.

A simple plan can help you stay consistent, make the most of important dates and ensure you are sharing a varied mix of content rather than only posting when you have something to promote.

Use the following pages to think about what is happening within your business, choose the content you would like to share and create a realistic plan that works around your schedule.

You don't need to post every day. Focus on a level of consistency that feels manageable for you and your business.



THE BACKSTAGE CREATIVE

Monthly Content Planning

Month: _____

What is happening in your business this month?
Think about new terms, shows, exams, workshops, events, school holidays, important dates or anything happening within your classes.

What would you like to promote?
This could include class spaces, trial opportunities, new classes, workshops, events or bookings.

What would you like your audience to know?
Think about useful information, frequently asked questions, your teaching approach or something families may not know about your school.

What could you celebrate?
Consider student achievements, progress, team milestones, anniversaries, performances or positive feedback.

What could you share from everyday school life?
Think about classes, rehearsals, lesson preparation, teachers, studio life or moments from your week.

What content do you need to capture?
List any photos or videos you need to take during classes, rehearsals or events.

☐ _____
☐ _____
☐ _____
☐ _____

Your main focus for this month:

Monthly Content Calendar

Month: _____

Monday __	Tuesday __	Wednesday __	Thursday __	Friday __	Saturday __	Sunday __
Monday __	Tuesday __	Wednesday __	Thursday __	Friday __	Saturday __	Sunday __
Monday __	Tuesday __	Wednesday __	Thursday __	Friday __	Saturday __	Sunday __
Monday __	Tuesday __	Wednesday __	Thursday __	Friday __	Saturday __	Sunday __

Weekly Content Planner

Week Beginning: _____

This week's main focus:

Content 1 Date to post: _____

Content type:
□ Feed post
□ Carousel
□ Reel
□ Story

Topic or idea:

What do you need?
□ Photo
□ Video
□ Graphic
□ Caption
□ Link

Call to action:

Status:
□ Idea
□ Content captured
□ Created
□ Scheduled
□ Published

Content 2 Date to post: _____

Content type:
□ Feed post
□ Carousel
□ Reel
□ Story

Topic or idea:

What do you need?
□ Photo
□ Video
□ Graphic
□ Caption
□ Link

Call to action:

Status:
□ Idea
□ Content captured
□ Created
□ Scheduled
□ Published

Content 3 Date to post: _____

Content type:
□ Feed post
□ Carousel
□ Reel
□ Story

Topic or idea:

What do you need?
□ Photo
□ Video
□ Graphic
□ Caption
□ Link

Call to action:

Status:
□ Idea
□ Content captured
□ Created
□ Scheduled
□ Published

Content 4 Date to post: _____

Content type:
□ Feed post
□ Carousel
□ Reel
□ Story

Topic or idea:

What do you need?
□ Photo
□ Video
□ Graphic
□ Caption
□ Link

Call to action:

Status:
□ Idea
□ Content captured
□ Created
□ Scheduled
□ Published

Story ideas for this week

1.
2.
3.
4.
5.
6.

Content to capture

□ _____
□ _____
□ _____
□ _____
□ _____
□ _____

EDITABLE CANVA TEMPLATES

Create Professional Content More Easily

The editable Canva templates included in this toolkit have been designed to give you a simple starting point when creating content for your business.

Each template can be fully customised to reflect your own brand. Change the colours, fonts, photographs and wording to suit your school, then reuse the designs whenever you need them.

You don't need to use every template exactly as shown. Duplicate the designs, adapt the layouts and make them your own.

Your Canva template link here.

You will need a free Canva account to access and edit the templates. When you open the link, select "Use template for new design" to create your own editable copy.

THE BACKSTAGE CREATIVE

CHATGPT PROMPTS FOR SOCIAL MEDIA

Make AI Work for Your Business

ChatGPT can be a useful tool for generating ideas, adapting content and saving time, but the quality of the result often depends on the information you provide.

The prompts in this section have been created specifically for dance and performing arts businesses. Simply copy your chosen prompt into ChatGPT and replace the information in [brackets] with details about your school.

The more information you include about your business, audience and tone of voice, the more personalised the response will feel.

Use the results as a starting point rather than copying everything word for word. Add your own experiences, examples and personality so the finished content still sounds like you and reflects your school.

Helpful tip: If the first response doesn't feel quite right, tell ChatGPT what you would like to change. You could ask for the wording to feel warmer, more professional, more conversational or more concise.



Promoting Your School

1. Promote Available Class Spaces
Write a warm and engaging social media caption promoting spaces in our [CLASS NAME] class for [AGE GROUP].
Our school is called [SCHOOL NAME], and the class takes place on [DAY] at [TIME] in [LOCATION].
Focus on the benefits of [CONFIDENCE/CREATIVITY/LEARNING NEW SKILLS/MAKING FRIENDS] and help new families understand what students can expect.
Use a [FRIENDLY/PROFESSIONAL/WARM/FUN] tone. Avoid short, choppy sentences and include a clear invitation to [BOOK A TRIAL/SEND A MESSAGE/VISIT OUR WEBSITE].

2. Introduce Your School
Write a social media caption introducing [SCHOOL NAME] to families who may not know us yet.
We offer [CLASSES/STYLES] for [AGE GROUPS] in [LOCATION].
Our school is known for [VALUES, APPROACH OR WHAT MAKES YOU DIFFERENT].
Explain what students can gain from joining and make the caption feel welcoming rather than overly promotional.
Finish with an invitation to find out more about our classes.

3. Promote Trial Classes
Write a reassuring social media caption encouraging new students to try a class at [SCHOOL NAME].
Acknowledge that starting somewhere new can sometimes feel daunting and explain how our team helps new students feel welcome.
Include information about [CLASS NAME], which is suitable for [AGE GROUP/ABILITY] and takes place on [DAY] at [TIME].
Keep the tone warm, encouraging and informative, then include a clear invitation to book a trial.

4. Explain What Makes Your School Different
Write a thoughtful social media caption explaining what makes [SCHOOL NAME] special.
Our main values are [VALUE], [VALUE] and [VALUE].
Alongside teaching [DANCE/SINGING/ACTING/PERFORMING ARTS], we want students to [BUILD CONFIDENCE/FEEL INCLUDED/DEVELOP CREATIVITY/MAKE FRIENDS].
Avoid making comparisons with other schools. Focus positively on the experience and community we provide.

Classes, Workshops & Events

5. Announce a New Class
Write an exciting but informative social media caption announcing a new [CLASS NAME] class at [SCHOOL NAME].
The class is for [AGE GROUP/ABILITY LEVEL] and begins on [START DATE]. It will take place every [DAY] at [TIME] in [LOCATION].
Include the benefits of the class and explain what students can expect.
Finish with a clear call to action encouraging families to [BOOK/ENQUIRE/REGISTER].

6. Promote a Workshop
Write a social media caption promoting our upcoming [WORKSHOP NAME] on [DATE].
The workshop is suitable for [AGE GROUP/ABILITY] and will include [ACTIVITIES, STYLE OR CONTENT].
It will be led by [TEACHER/GUEST NAME], who has experience in [RELEVANT EXPERIENCE].
Make the opportunity sound exciting and valuable without using pressure-based language.
Include the booking information [LINK OR METHOD].

7. Promote a Holiday Club
Write a fun and welcoming social media caption promoting our [HOLIDAY CLUB NAME] during the [SCHOOL HOLIDAY].
The club will take place on [DATE/TIMES] and is suitable for [AGE GROUP].
Activities will include [DANCE/SINGING/ACTING/CRAFTS/GAMES/PERFORMANCE].
Mention whether new students and non-members are welcome. Include a clear invitation to book without making the caption feel overly sales-focused.

8. Build Excitement for a Show
Write a social media caption building excitement for our upcoming production of [SHOW NAME].
The performance will take place on [DATE] at [VENUE].
Mention the work happening during rehearsals and celebrate the commitment of the students and team.
Keep the tone exciting and positive, then include ticket information: [BOOKING DETAILS].

Community & Connection

9. Celebrate Student Progress
Write a thoughtful social media caption celebrating the progress students have made in our [CLASS NAME] class.
Focus on the small steps involved in learning, such as [EXAMPLES OF PROGRESS], rather than only celebrating major achievements.
Reinforce that every student develops at their own pace and that effort, confidence and consistency are all worth recognising.
Keep the tone warm and encouraging.

10. Celebrate a Student Achievement
Write a celebratory social media caption congratulating [STUDENT NAME/GROUP] on [ACHIEVEMENT].
Mention the hard work, commitment and progress that contributed to the achievement.
Make the caption feel personal and genuine without exaggerating or using too many exclamation marks.
Finish by inviting our school community to join us in congratulating them.

11. Thank Parents and Families
Write a warm social media caption thanking the parents, carers and families within [SCHOOL NAME].
Recognise the support they provide through [TRAVEL, PRACTICE, COSTUMES, REHEARSALS, EVENTS OR ENCOURAGEMENT] and explain how valuable their contribution is to the school community.
Keep the wording genuine and appreciative without becoming overly sentimental.

12. Introduce a Teacher
Write a friendly Meet the Teacher caption introducing [TEACHER NAME].
They teach [CLASSES/STYLES] at [SCHOOL NAME] and have experience in [TRAINING, QUALIFICATIONS OR CAREER HIGHLIGHTS].
Their favourite part of teaching is [DETAIL], and a fun fact about them is [DETAIL].
Keep the caption professional but relaxed and allow their personality to come through.

Helpful & Educational Content

13. Explain the Benefits of Performing Arts
Write an informative social media caption about the wider benefits of [DANCE/SINGING/ACTING/PERFORMING ARTS] for [CHILDREN/TEENAGERS/ADULTS].
Discuss benefits such as confidence, creativity, communication, teamwork, resilience and self-expression.
Avoid making unrealistic promises or suggesting that every student will have the same experience.
Use a warm and accessible tone that would appeal to current and potential families.

14. Answer a Frequently Asked Question
Write a clear and reassuring social media caption answering this frequently asked question:
"[ADD QUESTION]"
Our answer is: [ADD THE MAIN INFORMATION YOU WANT INCLUDED].
Explain the answer in a friendly and helpful way, considering any concerns a new parent or student may have.
Finish by inviting people to get in touch if they have any other questions.

15. Explain What Happens in a Class
Write a social media caption giving potential students an idea of what happens during our [CLASS NAME] sessions.
The class usually includes [WARM-UP, ACTIVITIES, TECHNIQUE, ROUTINES OR SKILLS] and is suitable for [AGE GROUP/ABILITY].
Explain how the class supports students while keeping the wording welcoming and easy to understand.
Avoid making it sound like a formal timetable. Focus on the experience students can expect.

16. Share a Teaching Insight
Write a thoughtful social media caption based on this teaching insight:
[ADD YOUR THOUGHT, LESSON OR OBSERVATION]
Explain why this matters to students and how it influences the way we teach at [SCHOOL NAME].
Keep the tone knowledgeable but conversational. Avoid sounding like a lecture or using unnecessary jargon.

Reels & Content Creation

17. Turn an Idea Into a Reel
Create a simple Reel concept for a [DANCE/PERFORMING ARTS] school based on the topic [ADD TOPIC].
Include:

- Five short clips we could film
- Suggested text to display on screen
- A strong opening line
- A caption to accompany the Reel
- A simple call to action

The Reel should be realistic to film during normal classes and should not require complicated transitions or professional equipment.

18. Turn Existing Footage Into Content
I have video clips showing [DESCRIBE YOUR FOOTAGE].
Suggest five different ways I could turn these clips into social media content for [SCHOOL NAME].
For each idea, include suggested on-screen wording and explain the purpose of the content, such as building trust, promoting a class, celebrating students or showing our school community.
Keep the ideas simple and suitable for Instagram Reels or Facebook.
Planning & Personalisation

19. Create a Month of Content
Create a realistic one-month social media plan for [SCHOOL NAME], a [DANCE/PERFORMING ARTS] school offering [CLASSES] for [AGE GROUPS].
This month, we would like to promote [MAIN FOCUS] and we also have [IMPORTANT DATES, EVENTS OR NEWS].
Plan [NUMBER] feed posts per week and suggest regular but manageable Story content.
Include a varied balance of promotional, community-focused, educational, engaging and everyday content. Avoid repeating the same message with slightly different wording.

20. Adapt a Caption to Your Tone of Voice
Rewrite the caption below so it reflects the tone of [SCHOOL NAME].
Our tone is [WARM/FRIENDLY/PROFESSIONAL/ENERGETIC/ENCOURAGING], and our audience is mainly [DESCRIBE YOUR AUDIENCE].
Keep the main information and purpose of the caption, but make the wording feel natural and personal.
Avoid short, choppy sentences, generic marketing phrases and unnecessary repetition.
Caption:
[PASTE YOUR CAPTION HERE]
At the end of this section, I'd add a small page called:
Getting Better Results From ChatGPT
Before sending your prompt, try to include:
✓ Your school name
✓ The age group you are speaking to
✓ The class, event or opportunity you are promoting
✓ Your tone of voice
✓ Important dates, times and locations
✓ What makes your school different
✓ The action you would like readers to take

ChatGPT works best when you treat the first response as a draft. If something doesn't sound like you, explain what you would like changed. You can ask for a warmer tone, more detail, fewer emojis, longer sentences or wording that feels more personal to your business.
I think that completes the main content of the toolkit really well. The only things left after this would be a short final page, the template access page, and then deciding how you want to package and sell it.

YOU'RE READY TO GET STARTED

Social media doesn't need to mean posting every day, following every trend or spending hours creating content.

With a little planning and a bank of ideas to work from, it can become a much more manageable and enjoyable part of running your business.
Use this toolkit in the way that works best for you. Choose the ideas that suit your school, adapt the captions to reflect your voice and share the moments that make your business unique.

Remember, consistency doesn't mean perfection. Your audience wants to see the people, personality and community behind your school, so don't be afraid to keep things simple and let your business shine through.

I hope this toolkit saves you time, gives you plenty of inspiration and helps you approach your social media with more clarity and confidence.

Anna

The Backstage Creative

Looking for more support?

If you would prefer to hand over your social media planning and content creation, **The Backstage Creative** offers tailored social media support for dance and performing arts businesses. Get in touch to find out more.

www.thebackstagecreative.co.uk anna@thebackstagecreative.co.uk

The Backstage Creative @thebackstagecreative