The TeacherTapp Guide To The
7 Types Of Teachers On Social Media
2024
(And what that means for your business!)

Learn more at: teachertapp.co.uk
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What is Teacher Tapp?

Our mobile app, Teacher Tapp, surveys over 11,000 teachers with three multiple choice questions every single day...

(Yes, even Christmas day!)

We have every type of teacher on our app, from primary through to every subject at secondary phase, and at every level of seniority too.

We've collected more than 70 million data points already so we know our teachers really well!

Founded by experts

Professor Becky Allen and Laura McInerney set up Teacher Tapp in 2017 as an experiment when Becky was running Education Datalab and Laura was editor of Schools Week.

Teacher Tapp surveys have been featured on the BBC, Sky News, Radio 4's More or Less, The Guardian, The Times, TES and Schools Week.
How do we know our data is reliable?

Our daily surveys fairly represent the teaching population overall, so you can have confidence in our results.

We 're-weight' our sample each day.
This means we statistically re-balance the results, using the Workforce Census, to ensure we have the right proportion of teachers by gender, age, phase, job seniority and region.

We check results from key questions against other random, national surveys.
We can show that we get very similar results to other 'random sample' surveys.
With over 11,000 daily participants in over 5,500 schools, we have a wider reach than any other regular teacher survey.
That's enough about us...

Are you...
- Trying to reach teachers via digital media?
- Planning social media campaigns?
- Running Facebook and Instagram ads?
- Trying to place positive news stories?

We can reduce the stress and guesswork of marketing campaigns by helping you reach the teachers you need to talk to.

Our daily research on teachers has taught us that they are a diverse group – there is no 'typical' teacher out there.

Teachers use social media in unusual and distinct ways. Many marketing routes won't reach them all because there isn't a simple 'all' to reach.

But we have learned some things, which can help you target them more effectively.
The popularity of TikTok continues to grow. In 2021, 15% of teachers said they had used TikTok for non-work purposes and it has risen each year since, with 24% of teachers in 2024 saying they use it for personal purposes. However, it’s still not that popular as a work-related social media, with just 4% of teachers saying they use it for that purpose.

Just three years ago, more than two-thirds of teachers said they had used Twitter/X for a work-related activity, but since then usage has halved. Teachers aren’t replacing this usage with anything else either; 29% of teachers now say they don’t use social media for work, it was 13% in 2019!

Back in 2019, more than half of teachers said they had read a print or online newspaper within the past week - and 60% had read an educational newspaper or magazine (e.g. TES / Schools Week). These figures have fallen recently, with almost two-thirds of teachers saying they haven’t read a print newspaper at all within the past week.
Introducing...

The seven types of teachers on social media

Our team of incredible data scientists used factor analysis of over 70,000 data points to analyse a wide range of teachers' answers about their online behaviours, including:

- which papers they read
- which social media they use
- what they do while online

Use our guide to work out which teachers you need to target, and how many of them you can capture.
Super Givers are all about helping other teachers out on social media! They share resources, write blog posts and are the most active. They are the most visible group on social media!

The most experienced teachers are the most likely to be Super Givers, sharing the knowledge they have gained from their time in schools.
News & Scrollers spend much of their time reading both social media and traditional media, reading a few education magazines too.

They’re pretty active on social media, liking, commenting and occasionally sharing, but not to the extent of Super Givers!

Headteachers and senior leaders are the most likely seniorities to be in this group. 12% of headteachers are classed as News and Scrollers, compared with just 3% of classroom teachers.
11% of teachers are...

Middling News & Social

You’ll have probably met a teacher who is a Middling News and Social because 11% of teachers are in this group.

This group occasionally read articles on education news websites and magazines. They use social media a bit for work but limit how much they interact with others.

The greater prominence of headteachers on social media means that more are likely to be Middling News and Social. 15% of headteachers are in this group, compared to 10% of classroom teachers.
There is another group of Middling teachers, but this group does not regularly read any education magazines or newspapers.

**Middling ‘No Edu News’** also use social media in a limited way to learn about teaching and occasionally comments or likes things.

There used to be little difference between the percentage of teachers who were either Middling ‘News’ and Middling ‘No Edu News’. However, this has changed recently, with there now a 5 percentage point difference between the two.
5. **17%** of teachers are...

**Passive Likes News**

You may never see a Passive on social media, but they are there. While they may never post anything related to education or teaching, they may be direct messaging or liking posts.

English and Humanities teachers are the most likely to be in this group, unlike EYFS/KS1 teachers - who are far more likely to want no news!
6. **18%** of teachers are...

**Passive No Edu News**

The only difference between a Passive and a Passive ‘No Edu News’ is that Passive reads educational news, magazines and websites alongside social media posts. By contrast, ‘No Edu News’ purely lurks on social media.

Teachers in their 20s are by far the most likely to be Passive ‘No Edu News’. One-in-four teachers in their 20s are in this group, compared with one-in-seven in older age groups.
7. *29%* of teachers are... **No Media**

Finally, we come to **No Media**. They don’t use social media for work at all. Sure, they might have accounts on Facebook or Instagram but they’re using them to chat to friends and escape work!

This year in particular has seen a huge growth in the percentage of teachers in this group. Just last year it was at 20%
How is teachers' social media use changing?

Teachers have been scaling back their social media usage since the pandemic

The pandemic saw a peak in the number of teachers who were engaging with social media, with many sharing and finding resources for online learning, as well as sharing their experiences.

Since then, either due to the pandemic or other factors we have seen people slowly drift away from social media, with most saying they use it less compared to before the pandemic.

- The percentage of "Super Givers" has halved this year, to just 3%
- Just 5% of teachers still spend lots of time reading media, and are "News and Scrollers", down from 13% compared to 2021
- Those teachers who say they don't use social media for work has jumped up eight percentage points this year, to 28%.
Which social media sites do teachers use and how?

WhatsApp and Facebook are the most common social media platforms for personal activities.

- WhatsApp: 91%
- Facebook: 76%
- Instagram: 64%
- Twitter/X: 62%
- TikTok: 23%
- Pinterest: 14%
- LinkedIn: 8%
- Other: 3%
- None: 1%

Question answered by 9,090 teachers on 24/05/2024

Question asked: Which of the following social media platforms have you used for *NON-work-related activities* (i.e. personal use) in the past week?
More than a third of secondary teachers are on Twitter/X. Primary teachers are spread among social media platforms.

- **Twitter/X**: Secondary 38%, Primary 28%
- **WhatsApp**: Secondary 34%, Primary 42%
- **Facebook**: Secondary 31%, Primary 21%
- **Instagram**: Secondary 18%
- **Pinterest**: Secondary 10%
- **LinkedIn**: Secondary 5%
- **TikTok**: Secondary 6%

Question answered by 9,013 teachers on 24/05/2024

Question asked: Which of the following social media platforms have you used for *work-related activities* in the past week?
Twitter/X has seen a significant decline in work-related usage since last year, and hasn’t been replaced.
Teachers are also doing less on the social media sites they are on!

Thinking of the time you have spent on social media in the past week, which of the following have you done?

<table>
<thead>
<tr>
<th>Activity</th>
<th>2020 (N=6,145)</th>
<th>2021 (N=5,234)</th>
<th>2022 (N=5,907)</th>
<th>2023 (N=7,777)</th>
<th>2024 (N=9,025)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading blogs or extended posts</td>
<td>63%</td>
<td>54%</td>
<td>50%</td>
<td>51%</td>
<td>35%</td>
</tr>
<tr>
<td>Finding resources</td>
<td>66%</td>
<td>60%</td>
<td>48%</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>Writing tweets or posts</td>
<td>44%</td>
<td>32%</td>
<td>33%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Sharing resources</td>
<td>37%</td>
<td>17%</td>
<td>12%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Private or direct messaging</td>
<td>52%</td>
<td>38%</td>
<td>48%</td>
<td>49%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Teacher responses vary from 5,234 to 9,025, depending on date asked (results weighted to reflect national teacher and school demographics)

2020 was a particular high point for teachers’ engagement on social media, with many supporting others by producing and sharing resources and experiences.

Since then, however, public content sharing and finding has fallen. Just 9% of teachers are now sharing resources online, with 19% regularly writing tweets or posts.

Finding blogs was once common among teachers on social media, with 63% of teachers in 2020 reading blogs or extended posts. A decline in the use of social media, and the number of blogging teachers, has seen that figure fall to 35%.
### Where do teachers consume news, and who do they trust?

**Three times as many teachers read The Guardian as they do The Times... but many aren't regularly reading any paper**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guardian</td>
<td>30%</td>
</tr>
<tr>
<td>Times</td>
<td>9%</td>
</tr>
<tr>
<td>Daily Mail</td>
<td>9%</td>
</tr>
<tr>
<td>Telegraph</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
</tr>
<tr>
<td>None</td>
<td>59%</td>
</tr>
</tbody>
</table>

Not regularly reading newspapers, either in print or online, is becoming increasingly commonplace. **In 2020, 43% of teachers weren’t reading the papers. Today that figure is 16 percentage points higher.**

This mirrors other trends seen throughout this report of teachers continuing to disengage with the media. **The Guardian, once read by 44% of teachers is now read by less than a third.**

Teachers in their 20s were the least likely to engage with traditional media. **Almost three-quarters say they are not regularly reading papers.**

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Question answered by 9,019 teachers on 25/05/2024

Question asked: "Which of the following newspapers have you read - in print or online - in the past week?"
TES has **high levels** of readership among education newspapers and magazines

Education newspapers and magazines are often found scattered across staffroom tables. **TES remains the most popular, with 36% of teachers reading it regularly.** Schools Week remains in second, with 18% of teachers reading it.

Schools Week and Impact Journal have a higher readership among senior leaders. **45% of headteachers say they have read Schools Week in the past month.** 61% of classroom teachers say they haven’t read any of these outlets within the past month.

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Question answered by 8,965 teachers on 25/05/2024.
Question asked: “Which of the following education newspapers and magazines have you read – in print or online – in the past month?”
Two-thirds of teachers trust TES, but no other publication is trusted by more than half of teachers.

Trust in media publications - of both national and education news has been steadily declining for some time.

Trust in the Guardian for education news has fallen from 49% to 40% in the past three years, and in TES it has fallen from 79% to 67%. These figures do mirror a fall in readership among media publications generally.

Although media trust in general is low, many do trust the publications they themselves are reading. For example, of the people who read Schools Week, 81% say they trust it as a source for education news, compared to 35% generally.

Question answered by 8,542 teachers on 25/05/2024
Question asked: "Which of these media outlets do you think is a trusted source for education news?"
Where else do teachers hear about education?

Almost a quarter of teachers listen to education-related podcasts, but this is less than four years ago

<table>
<thead>
<tr>
<th>Most mentioned podcasts by…</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary teachers</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td><strong>Secondary teachers</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

Question answered by 2,024 teachers on 03/04/2024
Question asked: "Which education podcasts do you listen to?"
As well as podcasts, there are many “influencers” that teachers have heard of.

But the most mentioned vary by subject...

Science
- @adamboxer1

Maths
- @MrBartonMaths

English
- @FunkyPedagogy

Primary
- @ict_mrp

Humanities
- @teacherhead

Question answered by 5,013 teachers on 29/05/2024
Question asked: "Name an education ‘influencer’ (We will let you decide who counts as an influencer!)

To produce this list, teachers were grouped into their phase (for Primary) or subject (for Secondary) and we counted the names, or online aliases, that were mentioned.
Teacher Tapp can answer hundreds of questions about media use!

Teacher Tapp knows how media consumption differs by job role, age and other characteristics, for example:

1. Just 29% of headteachers trust the Guardian as a source of education news, compared to 40% of classroom teachers.

2. Just 21% of Science teachers say they are finding resources on social media. EYFS/KS1 teachers are the most likely to be (43%).

3. Teachers with children living at home are more likely to be 'Super Givers'.

4. More secondary teachers say they read the Times compared to primary teachers.
Would you like to ask 11,000 teachers a question?

Organisations can easily, quickly and affordably commission questions on the app.

We provide:
- Detailed results breakdown across 12 demographic categories
- A PDF (and Excel) describing our unique insights into your results
- All within 48 hours.

We have delivered for:

- Teach First
- Microsoft
- BBC
- The Sutton Trust
- Nesta
- Pearson
- Office for National Statistics
Teacher Tapp provided the data we needed, although not necessarily the results we were expecting! Teacher Tapp is a really rich data source and the team is super helpful and responsive. The whole process has been really interesting.

Dr. Sally Burtonshaw, Associate Director, Public First

Working with Teacher Tapp went really smoothly. Co-creating questions with their expert guidance worked really well for us. It’s so useful to check what teachers really think, not just what you want them to think!

Kerry Postlewhite, Assistant Director Campaigns and Prevention, RSPCA

We found Teacher Tapp very easy to work with. They were quick to turn the work around and get the data we needed with a great sample size. Report was very thorough but accessible. Made everything smooth and easy.

Lucy Slavin, Research & Insight Specialist, Youth Sport Trust
Each day we have **ONE** space on Teacher Tapp for sponsored content or targeted advertising that we can show to our **11,000 daily users**.

Teacher Tapp is a really useful tool to access a large number of teachers. It allowed us to collect a lot of valuable data in a very short time. The team were extremely flexible and helpful as we finalised the wording of our questions.


Ambition Institute
Ready to start learning?

We love to answer your questions!
It's what we do best!

If you'd like to know more about Teacher Tapp survey questions or our brand tracking service, get in touch:

Email hello@teachertapp.co.uk