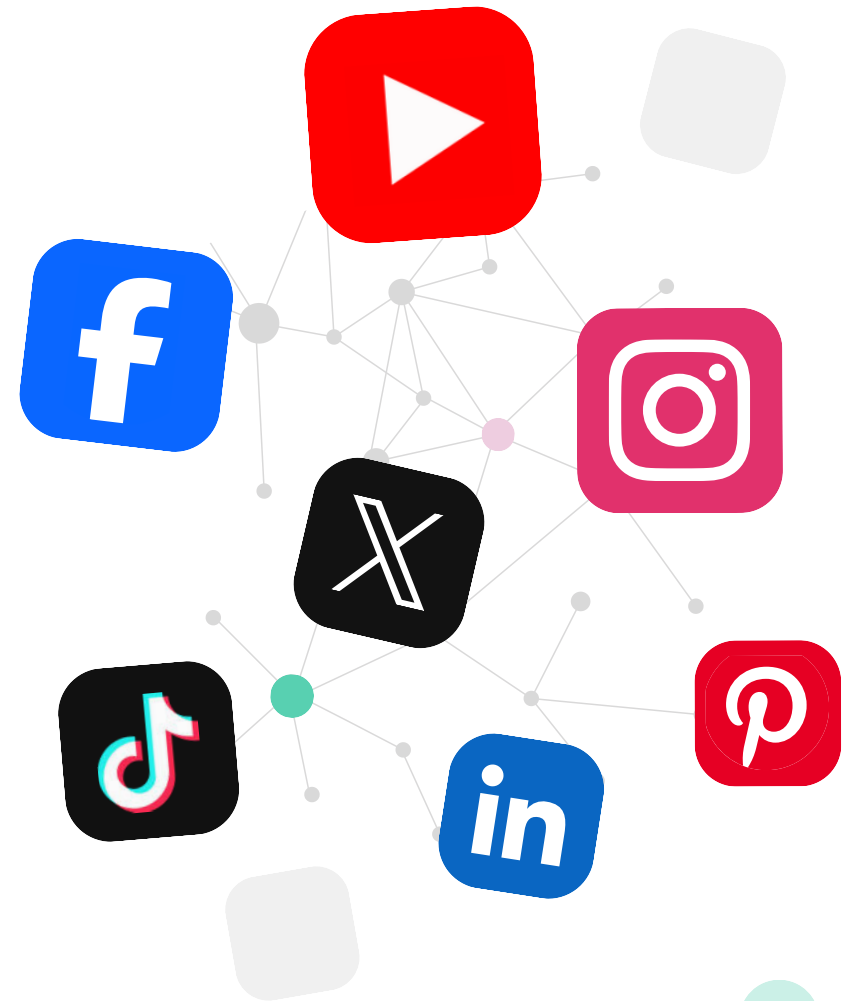


The **Teacher**tapp

Social Media Report

2026

And what that means for your business



Contents

4 Five key findings

16 Beyond social:
where else teachers turn

5 How is teachers' social media
use changing?

21 How we can help

11 Where can I reach teachers?

25 Who we are



Welcome to our report

Seven years ago, when Teacher Tapp first asked teachers how they used social media, more than two-thirds were on Twitter for work and a lively crowd were blogging, sharing resources and arguing pedagogy late into the night. This year, just one in ten teachers used X for work, and more than a third didn't use any social media for work at all.

Changes in social media have caused changes in this report. For the past few years we've sorted teachers into seven types, from prolific "Super Givers" to the fully absent "No Media". It was a framework we were fond of. But the active end has thinned so dramatically (Super Givers are now barely 1%) that seven categories started to flatter the data rather than explain it. So this year we've retired it, because the numbers now tell a simple story. Teachers online fall into three broad behaviours: a small active core, a large passive majority who read and watch but rarely post, and a growing group who have stepped away from work social media altogether.

The headlines are clear: X has fallen off a cliff. YouTube is the most-used platform for work, though mostly as a place to find videos for the classroom, rather than somewhere to connect. **And there is no longer any single platform that a majority of teachers use for work.** The "everyone" you could once buy your way in front of isn't there any more.

For anyone whose job is to reach, inform or support teachers, the easy routes are closing. **But teachers haven't disappeared... they've dispersed.** Most are still on Facebook and Instagram for personal reasons, and the majority still see education content there even when they're off the clock. They are watching YouTube, listening to podcasts, and - as ever - talking to each other in the staffroom. Reaching them now means meeting them in more places, with content actually worth their limited attention, rather than shouting into the channel that used to work.

Candidly, we feel this at Teacher Tapp too. Reaching teachers is our business, and the same shift that makes your job harder makes ours harder. We are learning, as you are, that **the old rules need rewriting.** This report is our best attempt to map where teachers are now so that you, and we, can find them.

I hope you find it useful.



Karen Wespieser

Chief Executive Officer
TeacherTapp

Five Key Findings

What seven years of daily data tells us about reaching teachers in 2026.

- 1 Teachers are dispersed, not absent.**
→ 39% of teachers don't use social media for work, yet most still see education content when scrolling for personal use.

- 2 No single platform reaches a majority of teachers for work.**
→ A presence across several channels is now a necessity, rather than one big single-channel campaign.

- 3 Video is on the rise.**
→ Video is the growing format, 36% of teachers use YouTube for work, mainly to bring content into the classroom.

- 4 Trusted media, podcasts and influencers still cut through.**
→ TES, Schools Week, and education podcasts remain popular, especially with school leaders.

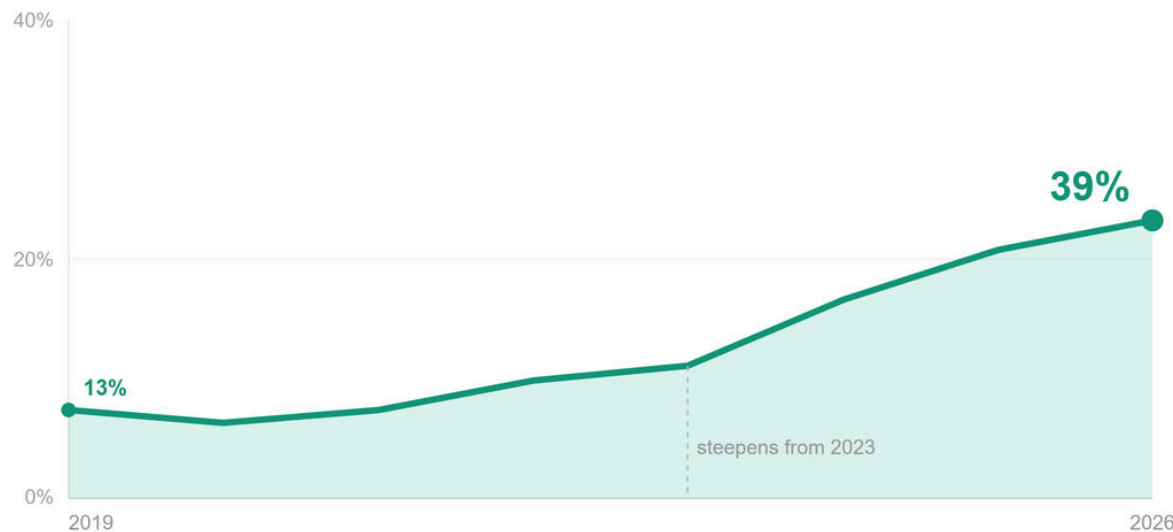
- 5 X is the clear exception.**
→ Usage is down from 70% in 2019, to just 10% today. X is the one channel where pulling back, not leaning in, is the smart call.



**How is teachers'
social media use
changing?**

More teachers are switching off... and it's **accelerating**.

Teachers using no social media for work, 2019-2026.



From one in eight teachers, to nearly two in five – the share you can't reach through any feed is growing fastest of all.

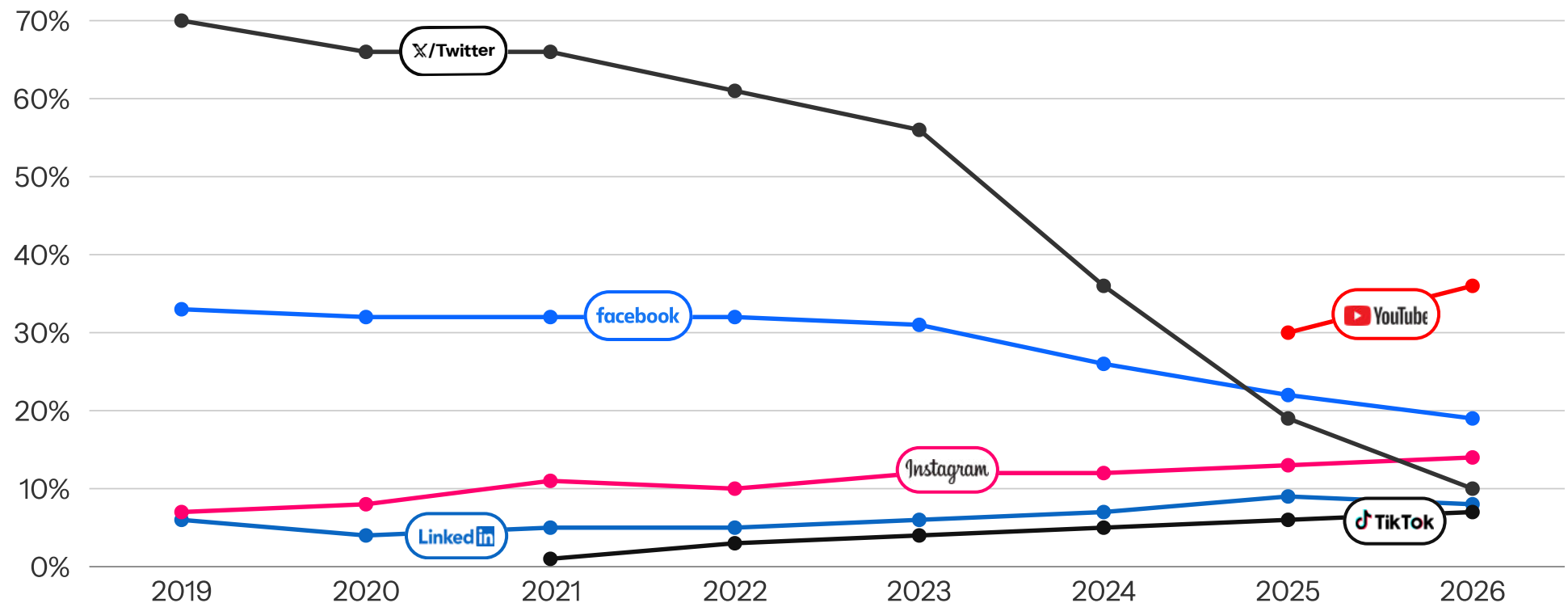
When we first asked teachers about their social media habits back in 2019, only around one in eight said they used no social media at all for work. That figure barely shifted for the first few years. **Then, from 2023, it climbed steeply.** This year it reached 39%, nearly two in five teachers, and almost three times where it stood at the start of the decade. It is the single fastest-moving trend in this report.

That doesn't mean these teachers have logged off altogether. Most are still on Facebook and Instagram for personal reasons, and (as we'll see later) the majority still come across education content while they're there. **What's changed is that they no longer reach for social media as part of the job:** to find resources, follow debate, or keep up with their subject.

For anyone trying to reach teachers, that change matters most. A large and growing share can't easily be found through any work-oriented feed, however well targeted.

Fully visual platforms - YouTube, Instagram, and TikTok - are the only ones where usage is increasing

Seven years ago, X (then Twitter) had a clear majority: more than two-thirds of teachers used it for work. **Today no platform reaches even four in ten.** The audience hasn't vanished, but it has split across half a dozen sites, each capturing only a slice. The single channel that once reached "everyone" no longer exists.



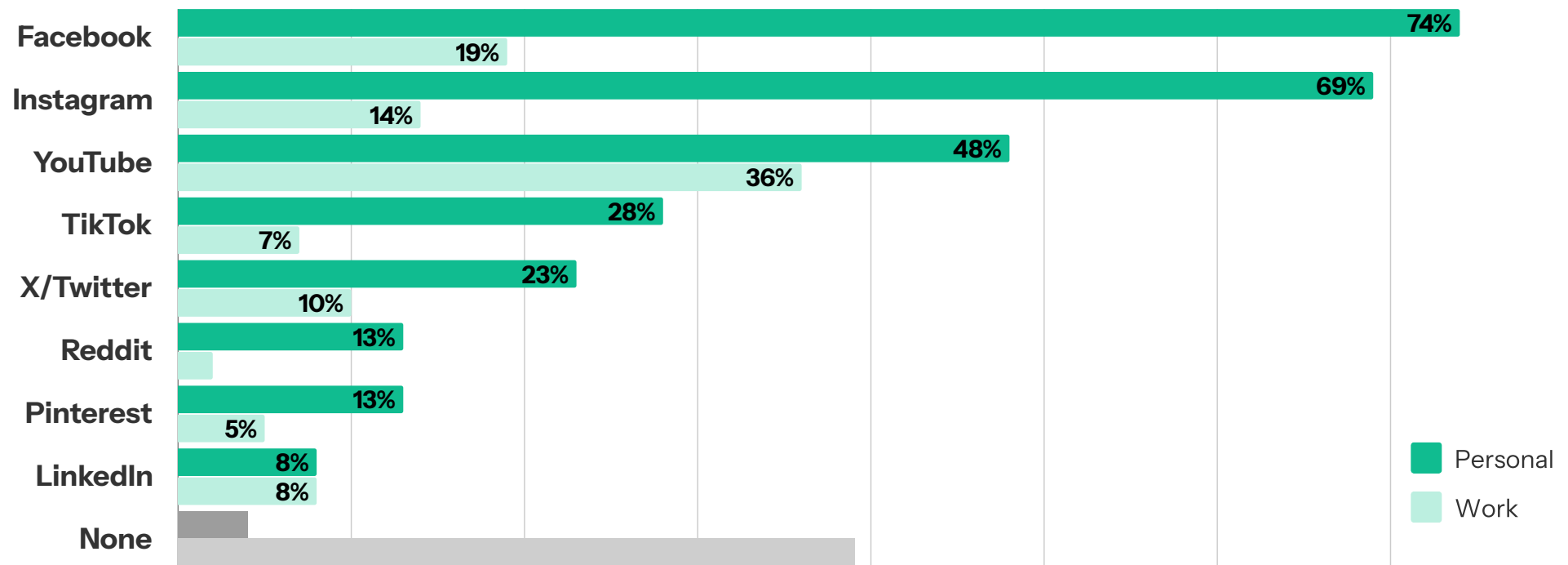
Question answered by 2,630 and 9,964 teachers between 18/05/2019 and 05/06/2026

Question asked: "Which of the following social media platforms have you used for *work-related activities* in the past week?"

(Other platforms were included in the survey, but all polled lower than TikTok and so are not shown in the graph)

But while teachers aren't explicitly using social media for work, many are still there for **personal** use

Step away from work, and teachers look much like everyone else online. Three-quarters are on Facebook in a personal capacity and seven in ten use Instagram (far higher than those that report using the platforms for work). So the teachers you can't reach through a work feed haven't disappeared; **they're scrolling the same platforms as everyone else, just with their teacher hat off.**



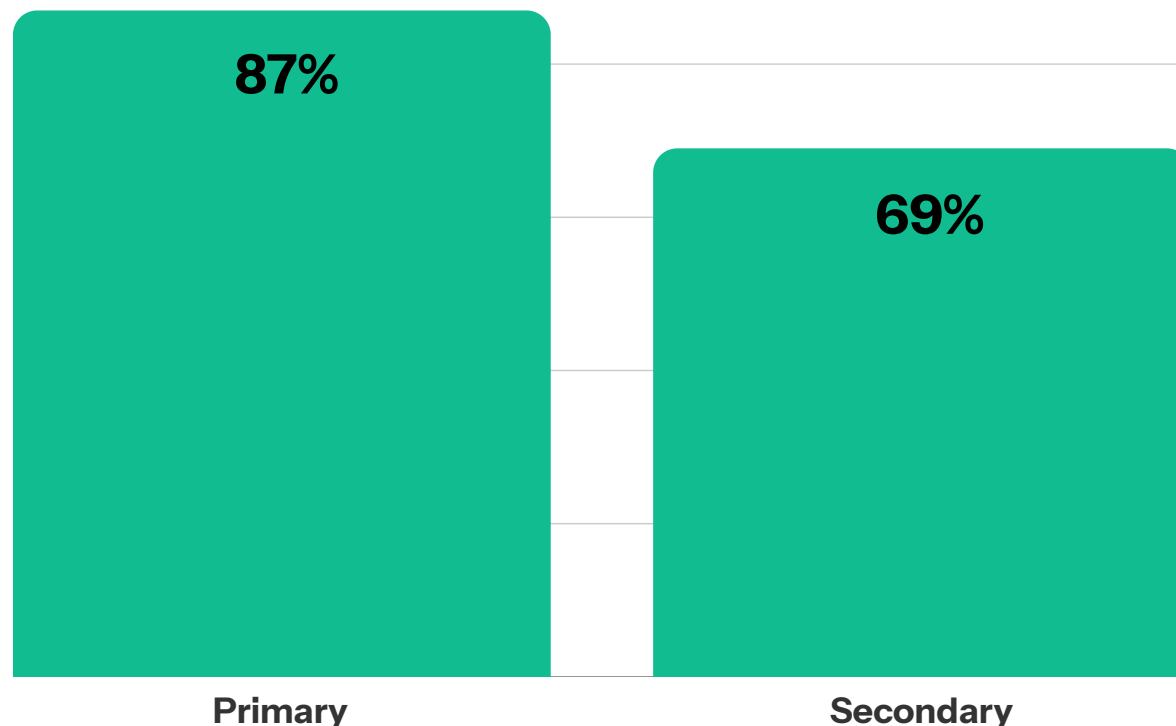
Question answered by 9,252 teachers on 05/06/2026

Question asked: Which of the following social media platforms have you used for work/*NON-work-related activities* (i.e. personal use) in the past week?

(Other platforms were included in the survey, but due to lower overall usage are not shown in any graph)

Even when using social media for personal use, **the majority** still see education-related content.

Teachers who report seeing education-related content on their personal social media “often” or “very often”



Question answered by 9,149 teachers on 29/06/2026

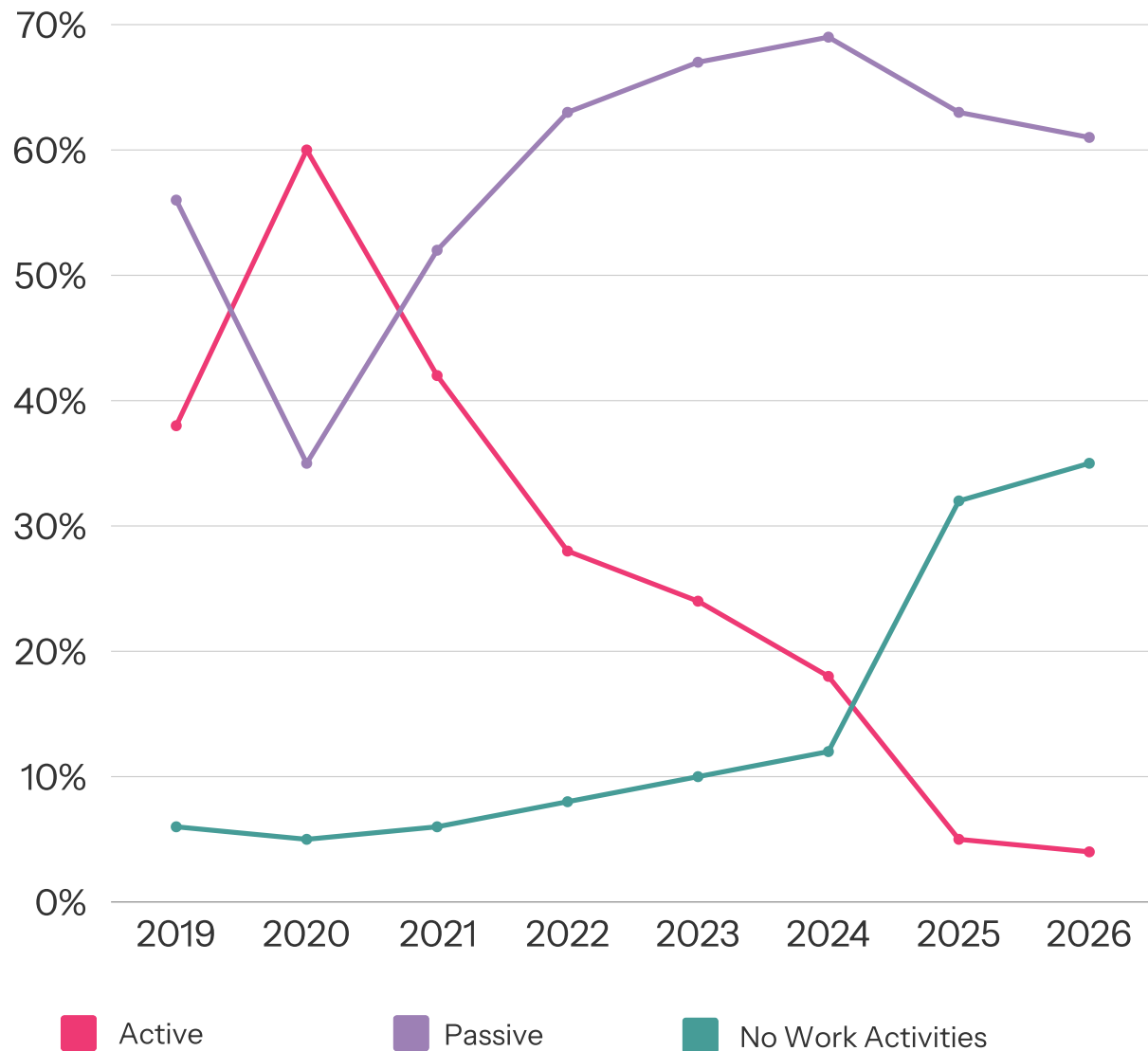
Question asked: When you use social media for personal (non-work) purposes, how often do you come across education-related content?

Here's a more hopeful finding for anyone trying to reach teachers. Even though most have stepped back from social media for work, the majority still come across education-related content while they're scrolling for personal reasons: through what friends share, what the algorithm serves, and the education accounts they followed long ago and never unfollowed. **The work audience may have shrunk, but teachers have not stopped encountering education online.**

This doesn't mean teachers want to be marketed to in their downtime, and our data can't tell you whether what they see is welcome or ignored, only that they see it! **Content good enough to earn attention in a personal feed - useful, relevant, genuinely worth the interruption - can still reach teachers.** Content that isn't will be scrolled past like everything else, and may do you more harm than good.

There are some differences by phase: primary teachers are the most likely to report seeing education content in their personal feeds, perhaps reflecting the strength of primary teaching communities on Facebook. But it's broadly true across the board, including for senior leaders.

Teachers continue to **scale back** their social media usage

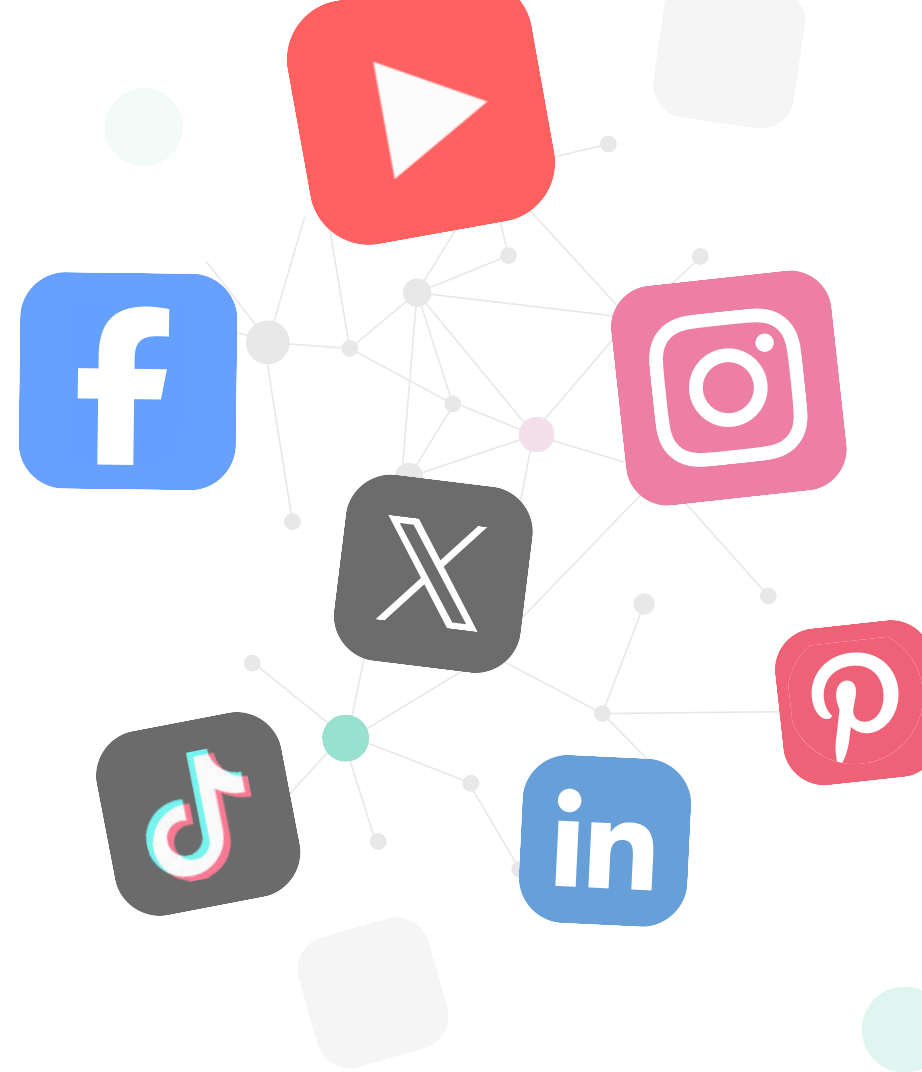


A few years ago, social media hosted a thriving community of active teachers: commenting on posts, sharing resources and writing blogs. In 2020 this **active** group was at its height. Since then it has fallen away sharply, and this year just 4% of teachers are active in this way. The most visible layer of teacher social media has all but disappeared.

Passive users (those who read posts, blogs or find resources without contributing themselves) have also slipped back, down a little on 2023 and now close to where things stood in 2022.

But the biggest story is the rapid rise of teachers **not using social media for work activities**: 35% this year, up from 12% just two years ago.

Methodology note: The figures on this page come from the question: "In the past week, have you done any of the following on social media in relation to your work as a teacher?" Responses are sorted into three groups: teachers who did at least two active activities (e.g. commenting, sharing resources, blogging) are counted as Active; those who did at least one passive one (e.g. reading posts or finding resources) are counted as Passive; and the rest are counted as No Work Activities.

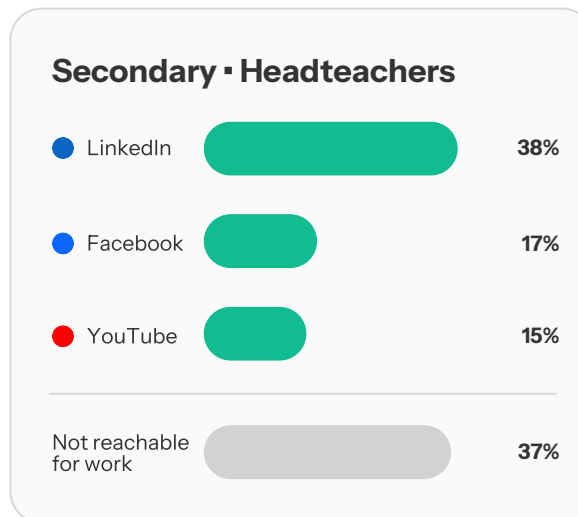
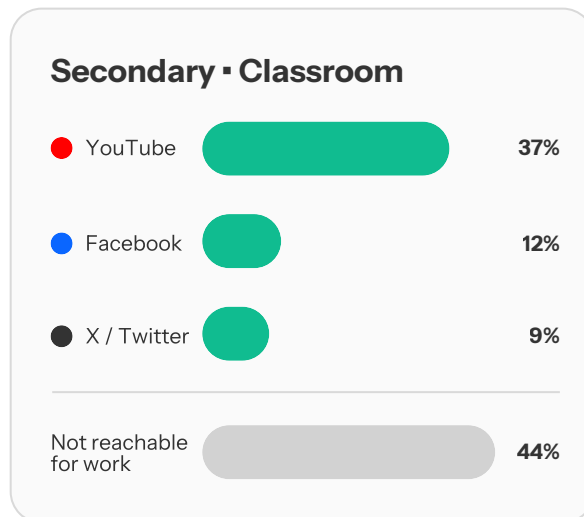
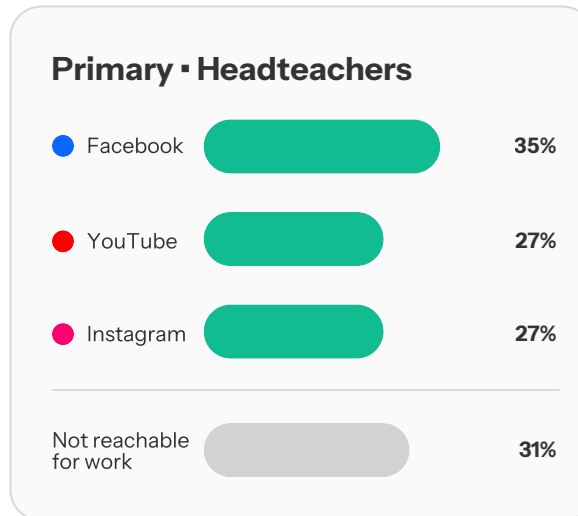
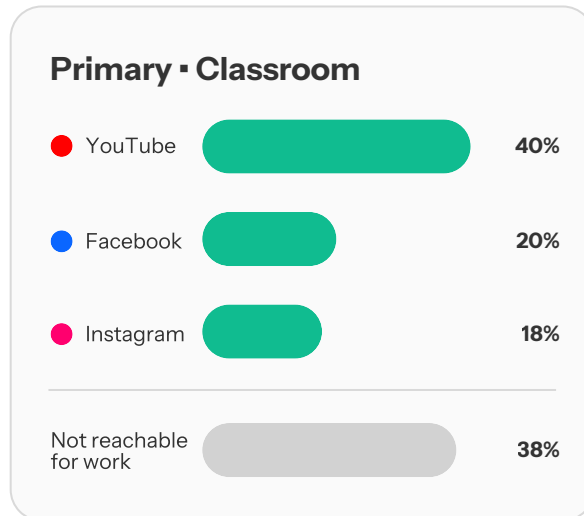


Where can I
reach teachers?

Where can I reach...

Top platforms used for work, by phase and role.

“None” is shown separately – these teachers aren’t reachable through any work feed.



Teachers don't behave as a single audience; both phase and seniority shape where they are.

Facebook leans primary, and leans senior within it, topping the list for primary heads while barely registering for secondary classroom teachers.

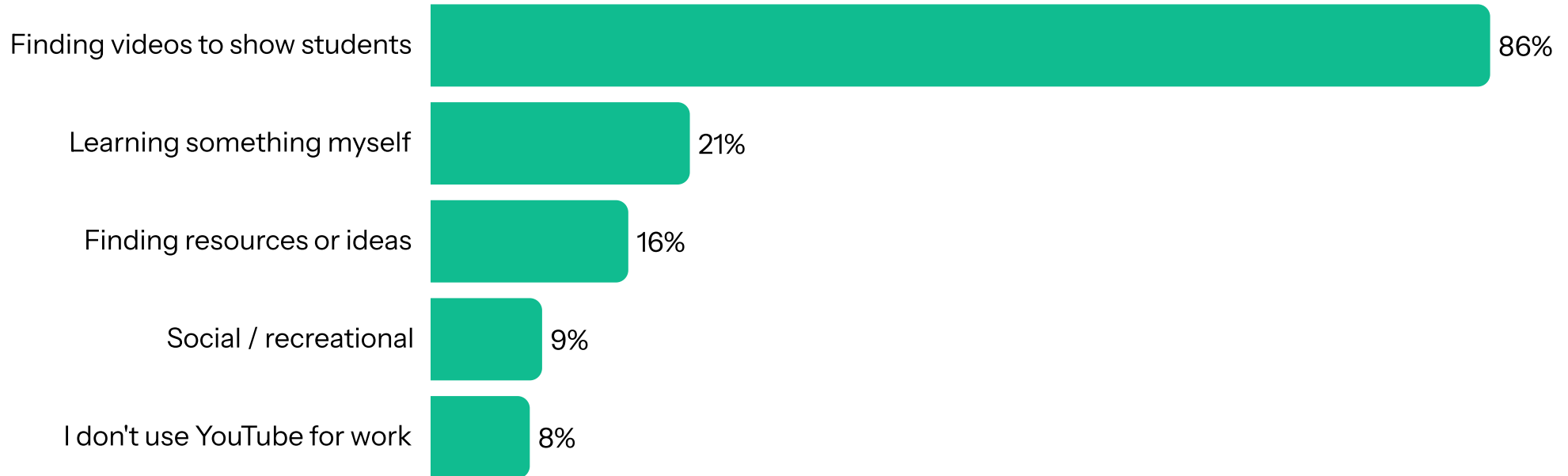
YouTube is the classroom's workhorse in both phases, and for secondary classroom teachers it's essentially the only route, since more of them are reachable on no work platform at all than on any single one.

LinkedIn, by contrast, is almost purely a secondary-leadership channel: strong with secondary heads, near-invisible in primary.

The practical upshot is that there's no single "teachers" to buy. **Match the platform to the exact group you're after** and the breakdown alongside is your shortcut for doing it.

Spotlight

How are teachers using YouTube?



Question answered by 6,214 teachers on 30/05/2026.

Question asked: "When you use YouTube for work, what is your main purpose?"

YouTube has become the most-used social media platform for work among teachers, used by 36% in the past week alone.

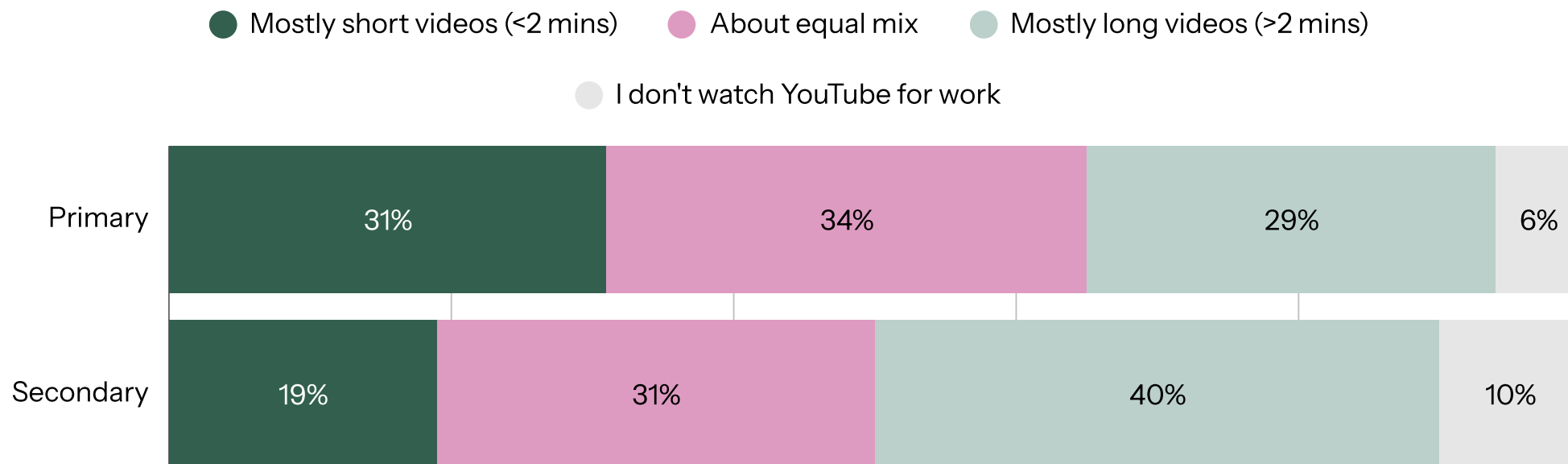
For most, the purpose is straightforward: finding videos to show students in lessons. This holds across both primary (89%) and secondary (83%) classroom teachers.

However, secondary Maths teachers stand apart from all other subject groups. Only 52% use YouTube to show students videos, compared to over 80% in most other subjects, and 29% say they don't use it for work at all. **Humanities teachers are the most likely to use it** (94%), consistent with a subject where contextual video content such as documentaries, and news footage, integrates naturally into lessons.



Spotlight

How are teachers using YouTube?



Question answered by 6,178 teachers on 30/05/2026.

Question asked: "When you watch YouTube for work, which format do you mainly use?"

Primary and secondary teachers also differ in how they watch.

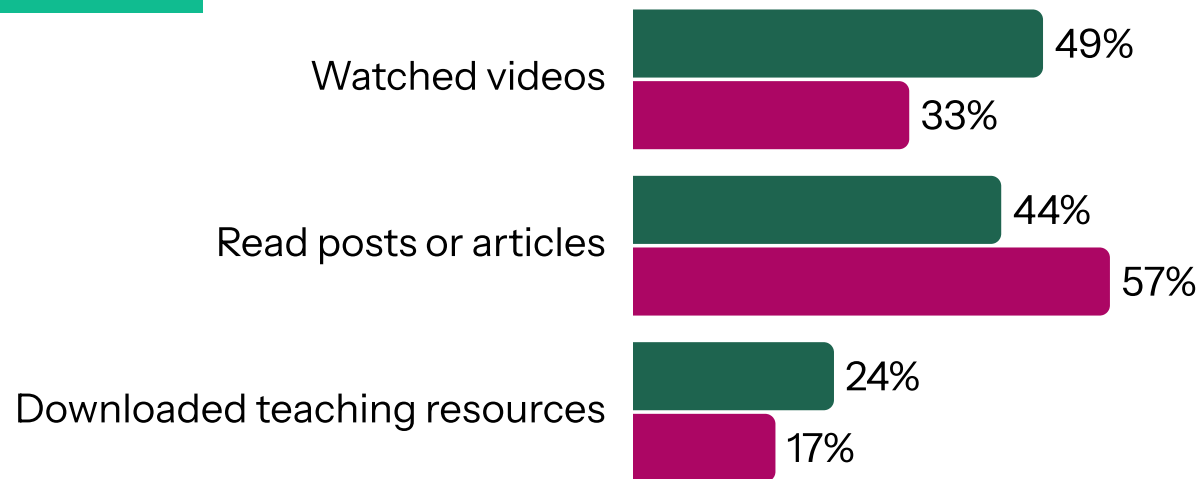
Around a third of primary teachers mostly use short videos on YouTube, compared to just 19% of secondary classroom teachers, who lean towards longer-form videos (40% mostly long, versus 29% for primary classroom teachers). This likely reflects the nature of content — short engaging clips suit younger learners, while longer explanatory or documentary content suits secondary lessons.

If you are making YouTube content for teachers, make it in the format the phase prefers: short for primary, longer-form for secondary.



What are teachers doing on social media?

Passive:



Active:



■ Classroom Teacher ■ Headteacher

Question answered by 8,988 teachers on 05/06/2026

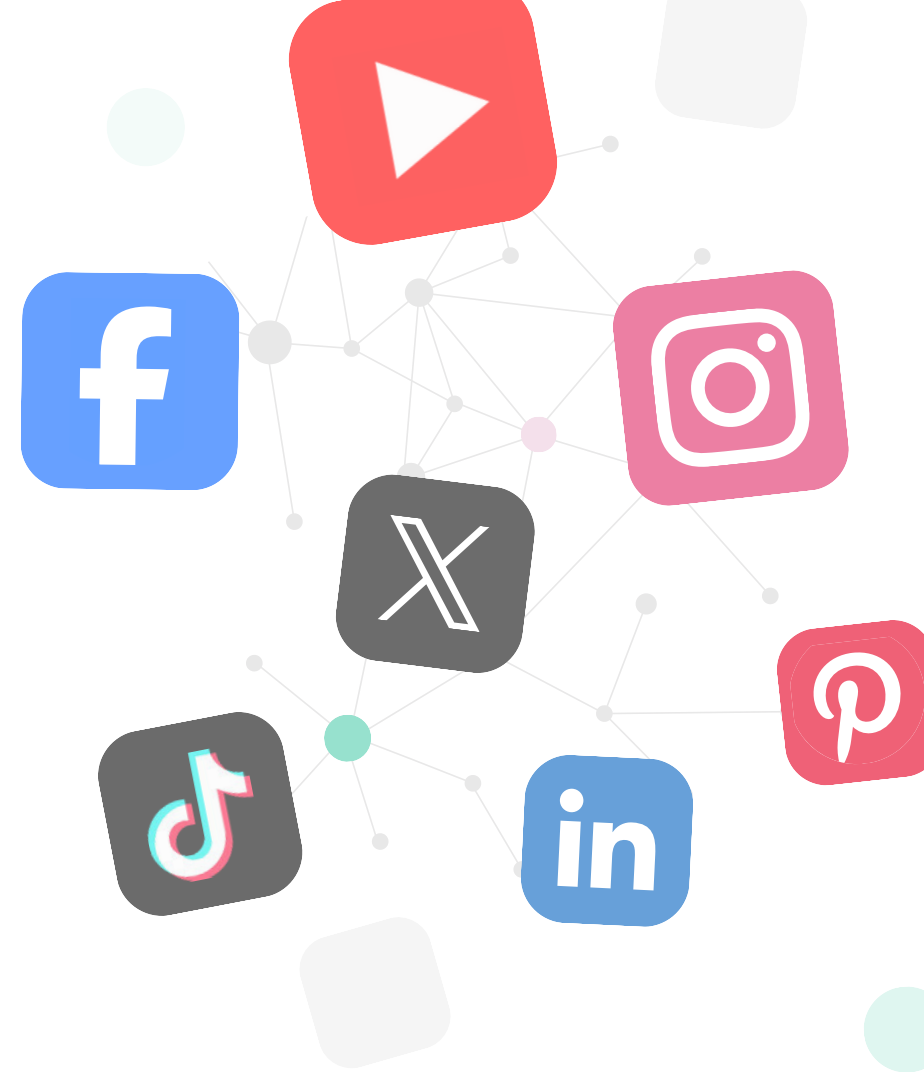
Question asked: In the past week, have you done any of the following on social media in relation to your work as a teacher?

(Other options were included)

Teachers are far more likely to consume on social media than to create. Reading posts and articles and watching videos are common, and around a quarter download teaching resources. But posting an update is rare, and writing and sharing your own blog rarer still. The audience is overwhelmingly an audience: it reads, watches and takes, but it doesn't broadcast back.

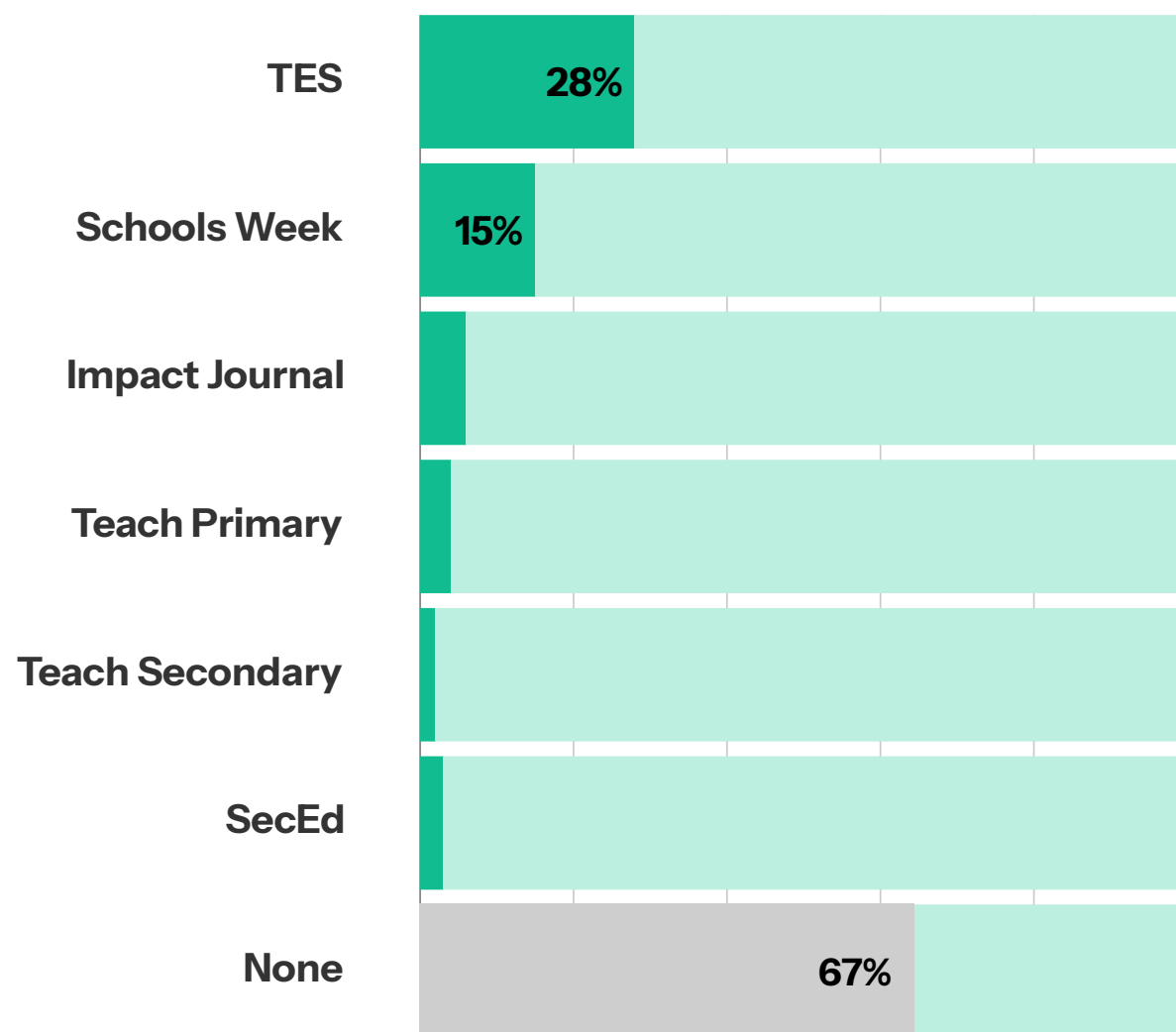
On almost every activity, headteachers are more active than classroom teachers. Headteachers are markedly more likely to read posts and articles, and several times more likely to post a short update or share something they've written. The further up the school someone sits, the more they both consume and contribute.

For anyone trying to reach teachers, that points two ways. First, build content to be consumed, not forwarded: **well-made things to read, watch and download will travel far further than anything that relies on teachers amplifying it, because hardly any of them do.** Second, if you want your message carried rather than just seen, school leaders are the ones doing the carrying; they read more, and they're the few who still post. A classroom teacher will quietly take your resource; a headteacher is far likelier to put it in front of others.



Beyond social:
where else teachers turn

Education newspapers and magazines



Question answered by 9,180 teachers, including 2,639 senior leaders and headteachers, on 28/05/2026.
Question asked: "Which of these education media have you read - in print or online - in the past month?"

TES is the most-read education media, with 28% of teachers saying they had read it (in print or online) in the past month. Schools Week is second, on 15%.

Both are read more widely by senior leaders and headteachers. In the past month, 39% of senior leaders had read TES against 31% for Schools Week. Among headteachers the figures are close enough that we cannot confidently say one leads the other, with roughly half of respondents having read each in the past month. In both cases, these numbers have grown since last year.

Beyond the two lead publications, several titles reach smaller but distinct audiences. Impact, from the Chartered College of Teaching is a peer-reviewed journal rather than a news title for teachers. Teach Primary, Teach Secondary and SecEd each reach a smaller readership again. These figures cover the titles we asked about; teachers may, of course, read others we didn't list.

Excluding headteachers and SLT, 71% of classroom teachers had not read any of these education titles in the past month.

Education podcasts

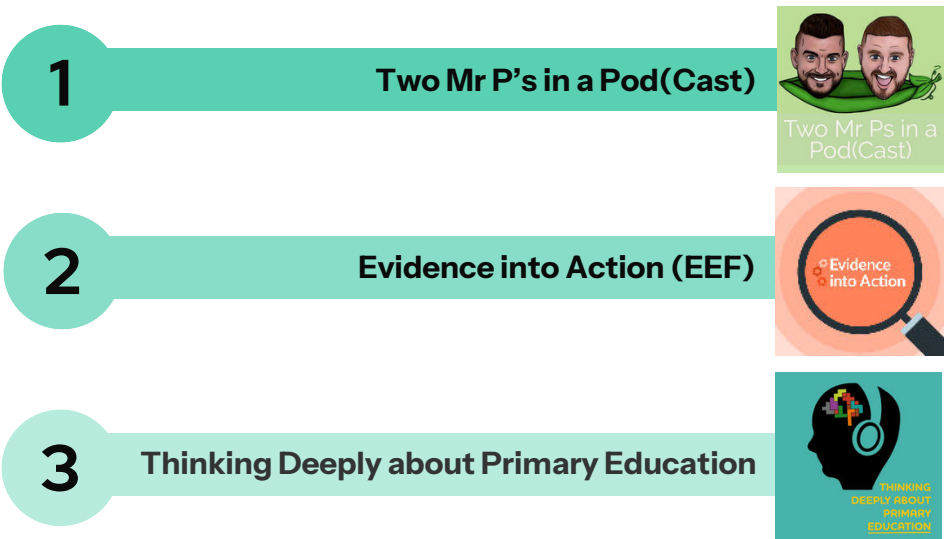
Podcasts are one of the few corners of teachers' media habits that aren't in flux.

Almost a third of teachers listen to an education podcast, and (unusually for this report) both the most popular shows and the order they rank in are unchanged from last year. While teachers have drifted away from social media and the news, their podcast listening has held steady, pointing to a loyal, habitual audience around a settled field of shows.

The leading podcasts differ by phase; Two Mr P's is the one show that reaches across both phases. There is also a clear seniority pattern. Evidence into Action skews firmly towards leadership (among secondary headteachers it's the single most-listened-to show) while shows like Teach Sleep Repeat are more of a classroom-teacher staple. So the podcast that reaches a head is rarely the one that reaches their staff.

Most listened-to podcasts by...

Primary teachers



Secondary teachers



Question answered by 7,033 teachers on 28/05/2026
Question asked: "Which of the following education podcasts have you listened to in the past year?"

Specialist pods



Evidence into Action (EEF) is more popular among senior leaders and headteachers than classroom teachers. In the primary phase, 13% of headteachers have listened to Evidence into Action over the past year, compared to 2% of classroom teachers. Among secondary headteachers, it's the most commonly listened-to podcast, with 12% reporting having listened to it in the past year.



The SENDcast, hosted by Dale Pickles, is listened to by one-in-five SENCOs along with 5% of senior leaders and 4% of headteachers. It's less common to find a classroom teacher listening, with 1% tuning in in the past year.



Teach Sleep Repeat is more common among classroom teachers, with 15% of primary classroom teachers and 9% of primary middle leaders having listened to it in the past year, compared to 7% of primary senior leaders.

It has a smaller listenership in the secondary phase, with 4% of secondary classroom teachers and middle leaders tuning in in the past year.

Pod tips

For anyone trying to reach teachers, podcasts are a rare opportunity: a stable, loyal channel in a media diet that's otherwise fragmenting, where listeners give 30 minutes of genuine attention rather than a half-second glance.

The settled field makes a new show a hard sell, but it makes the established ones a reliable bet. Partner with or appear on the shows your audience already trusts, and match the show to the role you're after: Evidence into Action to reach leaders, the staffroom-favourite shows to reach classroom teachers.

One caveat... this is a credibility channel, not a sales one. Teachers tune in for expertise and ideas, so the businesses that land here show up with something genuinely useful to say, not a pitch.



Education “influencers”

Beyond podcasts, teachers also follow individuals; the practitioners, writers and commentators they named when we asked them to think of an education “influencer.” We left the definition entirely to teachers, and the names that came back are mostly working teachers and school leaders rather than influencers in the commercial sense.

Who came to mind varied sharply by subject and phase and there's little overlap between subjects: the person a maths teacher follows is rarely the one an English teacher does. There are few “education influencers” who reach teachers broadly; reach is built within subject communities, by people those teachers already regard as credible.

For education business, that means the route in is narrow and specific: identify the figures who carry weight in the exact subject or phase you're targeting, and engage them as genuine experts, not as billboards. As with podcasts, this is a credibility channel. These are people teachers trust precisely because they aren't selling anything, so any partnership has to respect that or it backfires.

But the most mentioned vary by subject...

Primary



@ict_mrp

Maths



@MrBartonMaths

English



@SPryke2

Science



@adamboxer1

Humanitie



@teacherhead

Question answered by 4,491 teachers on 24/05/2026

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.

These names reflect what teachers volunteered and are not an endorsement or a ranking, and teachers may follow many others we didn't capture.

How we can help

Are you...

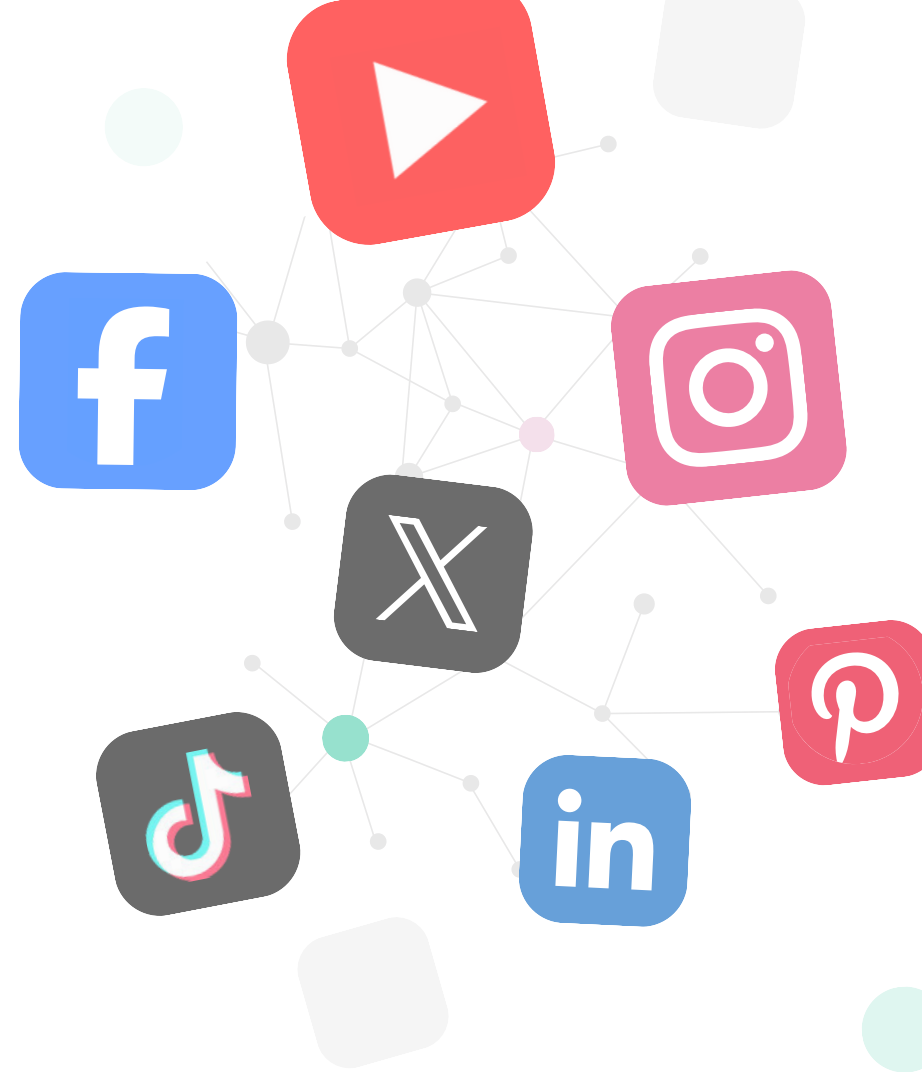
- Trying to reach teachers via digital media?
- Planning social media campaigns?
- Running Facebook and Instagram ads?
- Trying to place positive news stories?

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.



TeacherTapp 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

Maths teachers are the **most social media-disengaged subject**, with half of maths teachers using no social media for work at all

2

Primary classroom teachers **were more likely to use TikTok** for work compared with secondary classroom teachers (16% vs. 10%).

3

Secondary teachers **were more likely to read TES** compared to primary teachers (31% vs. 25%)

4

Languages teachers are the **most likely to have read work-related posts**, threads or articles on social media in the past week



Would you like to ask **10,000** teachers a question?



We have delivered for...

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.



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.**

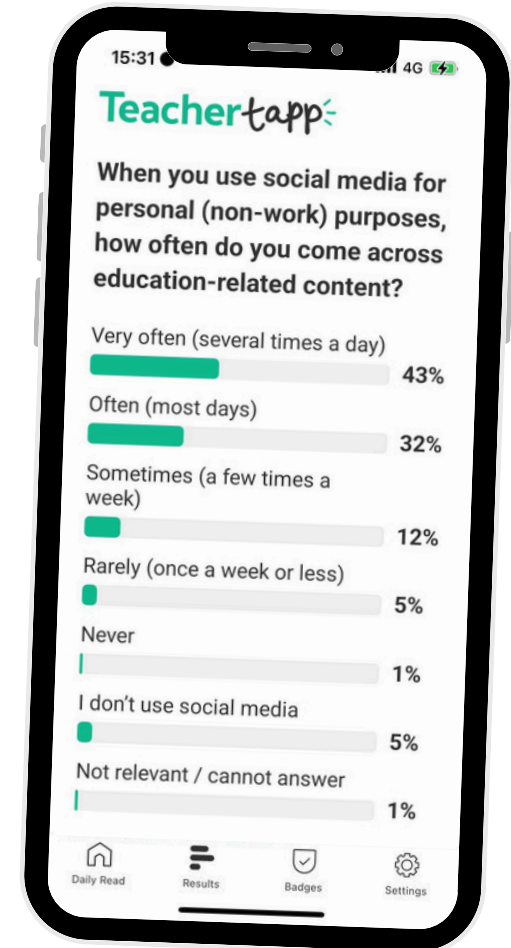
We reweight our sample each day

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 and job seniority.

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 **10,000** daily participants in over **5,000** schools, we have a wider reach than any other regular teacher survey.



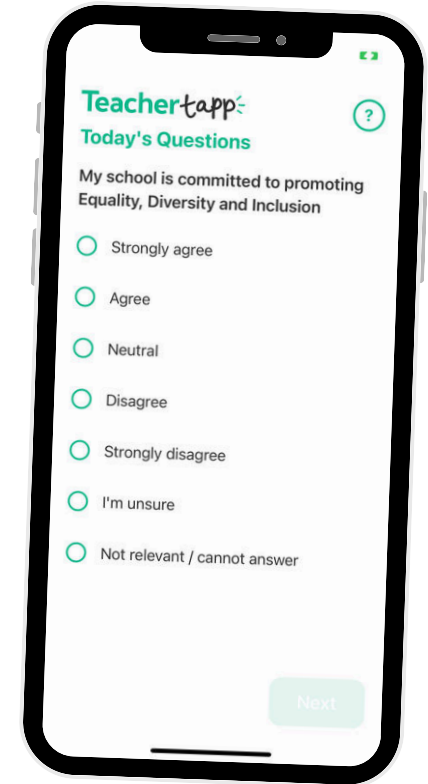
Who we are

Our mobile app, **Teacher Tapp**, surveys over **10,000 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 110 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*.





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:

Email hello@teachertapp.co.uk