Broken Arrow Public Schools
Social Media Campaign– #MaintainTheBrainBA

PURPOSE AND APPROACH: It’s known as the “summer slide” by experts and is far from being as exciting as it sounds. The summer slide is the result of young minds resting in idle during the three-month break from school, sometimes losing more than two months of learning.

Research shows that high-quality summer programs make a difference in learning loss and closing educational gaps. At minimum, two to three hours per week during the summer is needed to prevent any learning loss.

GOALS AND OBJECTIVES: To encourage summer learning, Broken Arrow Public Schools launched an exciting summer program called “Maintain the Brain.” This campaign provided students and their parents/guardians with ongoing learning opportunities through online learning platforms and a number of incentives and prizes generously donated by local community partners.

TOOLS: The instructional team at Broken Arrow Public Schools was able to purchase digital curriculum with instructional funds, Reading Sufficiency Act funds and the Elementary & Secondary School Emergency Relief Fund. The district also worked in collaboration with the Oklahoma State Department of Education.

To promote Maintain the Brain, the communications team created an eye-catching logo, a social media hashtag #MaintainTheBrainBA, a website landing page, a number of branded graphics, a flier for school sites to utilize and various videos of older students promoting the importance of summer learning. Additionally, the district’s social media channels announced the winners of the weekly prizes for those students who were participating in the program.

EVALUATION AND OUTCOMES: During the span of June and July, the district promoted the program nearly 20 times on each social media channel. More than 1,500 students in grades Pre-K through 8 logged summer hours within the online platforms. Additionally, our school sites helped us promote Maintain the Brain through their individual social media channels and through various events, like a Popsicles in the Park where students could choose a book for summer reading.

Below you will find our top performing social media posts for the campaign:

1) Announcement of our first week of prize winners
2) “Did you know” Graphic
3) Administrators placing congratulatory Maintain the Brain signs in the yards of our top students