Celebrating Viking Spirit through Valhalla’s Facebook Page

The Valhalla Schools Facebook page is our most personal storytelling tool. Technology allows us to share bite-sized stories with our community members throughout the day. By consistently sharing positive news about student, staff member and district successes, it creates pride and a joy for living in Valhalla.

We’ve galvanized our community members to recognize that the Valhalla Schools Facebook page is a place to get a glimpse into daily life in our school district. As students don’t always share with parents what happened during the school day, the Facebook page offers a peek into the classroom and our buildings. Community members know that it’s a place to internalize positivity and celebrate Valhalla’s Viking spirit. The Facebook page helps people feel proud of where they live, where they teach and where they go/went to school. It positively shifts public opinion while emphasizing the district’s best assets: its people.

Our success has been gratifying. Since I’ve managed the Facebook page, we’ve jumped from 345 “likes” to now over 2,515 – well over seven times the connection. We have built community support, increased engagement, developed meaningful relationships, illustrated accountability and transparency, and retained quality staff with positive morale. Those are district goals – and we are very happy that our Facebook account can help us reach them. Its positive impact has helped us pass every bond and annual budget since I began working with Valhalla and refocused the account. The continuity gives our residents the opportunity to see their families in Valhalla.

Normally, I share three or four posts per weekday and two or three per weekend. These posts range from blurbs with a photo(s) and news stories to photo galleries and videos. Most of our followers are parents; several are staff members and alumni too. We are also supported by outside stakeholders, including news media personalities and local political figures.

Relevant Postings:
Post 1: https://bit.ly/V22NSPRA1