

Social Media

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In today's digital age, we know that parents and teachers rely heavily on social media channels. If they don't get their district news from us, they'll get it from an unofficial account that might not be accurate or have the district's best interests at heart. In times of emergency we want the community – including the media – to come to us for the most up-to-the minute information.

It's no surprise that much of our social media this year was focused on the ongoing COVID-19 pandemic and how it has affected our students, parents and staff members. We produced videos showcasing our amazing custodians and the work they do to keep our schools clean and safe. We posted resources for anyone struggling with depression, unemployment, poor health, and fear. Overall, we did our best to keep our community up-to-date with all of the COVID-related changes we were implementing. Over the course of the pandemic, our social campaign has been instrumental in sharing information with our community. Combined, our COVID posts have reached hundreds of thousands of people.

<https://youtu.be/fMLdTCqzens>

<https://www.facebook.com/BethelSD/posts/10158113578129892>

<https://www.facebook.com/BethelSD/posts/10158296954184892>