Summary for Social Media Entry

Nearly a year into the COVID-19 pandemic, coronavirus cases decreased, but continued fear along with the pressure to get back to "normal" were at an all-time high. Tennessee lawmakers sought to mandate in-person learning, but local government, families, and schools in Shelby County were erring on the side of caution in the face of a growing list of questions:

- “How will my child remain safe/healthy?”
- “How will my child make a seamless switch from virtual learning to in-person learning?”
- “What is the district doing to support students and staff throughout this pandemic?”

In an effort to clearly explain and enforce the District’s health and safety protocols, the MSCS Communications Department created an interactive campaign, including a series of videos, graphics, and captions that displayed key aspects of how MSCS planned to “Return Stronger.” This months-long campaign concluded in August 2021, but the District’s strength in the face of the COVID-19 pandemic remains.

MSCS’s #ReturnStronger campaign provided a sense of safety, security, knowledge, unity, and excitement as Memphis-Shelby County Schools, along with the nation, began a new chapter in education. The social media posts, including a virtual town hall streamed live on Facebook, were designed to arm parents, students, and employees with the facts (Parent Expresses Gratitude), spark excitement (SCS is Returning Stronger!) and provide the community with a comprehensive look at the District’s health and safety protocols to help our families make informed decisions on what was best for their children (Back-to-School Virtual Town Hall).

Execution

Social media content was scheduled on all MSCS platforms with the #ReturnStronger Back to school messaging starting July 10, 2021.

Facebook, Instagram, and Twitter posts were uploaded 2-3 times a week in the feed during the campaign. One day prior to events,-- ex: Virtual Town Hall Family or the , reminder posts would be made in the stories on Facebook & Instagram. Stories were also utilized during the event for real-time highlights.

When events were streamed live from social media platforms (ex. Back to School Town Hall) families were encouraged to comment on both the Twitter livestream and Facebook during the event with questions to receive immediate feedback from the moderator.

Assessment/Results

During the campaign period of July 2021 through August, 2021, the District’s Facebook organic reach increased 10.6% month-over-month and Instagram’s reach increased 9.5% month-over-month. Twitter saw daily engagement increase of an average of 2.9% during the duration of the campaign. Shares on all Facebook campaign posts increased on average 10%.

Important Note: Memphis-Shelby County Schools (MSCS) is also known as Shelby County Schools (SCS). The District underwent a name change in January 2022. Publications created prior to the name change still reflect the previous name (Shelby County Schools-SCS).