Each year we analyze our social media results for the entire year to track long-term performance and plan our strategy for the upcoming year. The twists and turns of COVID have made it difficult to analyze effectiveness, so we have let audience feedback guide our strategy. We have shifted to a more fluid social media strategy that is constantly evaluated and adjust if needed.

People want to be heard and we have to listen, respond and adjust accordingly. Our district experienced a lot of criticism about COVID safety protocols and face masks, especially on social media. We implemented a strategy to fight the negativity with a flood of positive vibes.

**Goals**

- Be a reliable and consistent information source.
- Increase positive engagement and decrease negative comments.
- Our district is more than a logo or building, we are people. We would increase the human element of our posts and focus on the people.

**Strategy**

- **Do not engage.** Sometimes silence speaks volumes. It’s important to maintain the professional image of the district.
- **Do no harm.** If there isn’t a huge upside to a post, don’t post it. If there is any doubt, don’t post it.
- **Flood their feeds with positive vibes** with smiling, happy students and employees. Focus on what is going well.

**Implementation**

Purely informational posts that were potentially controversial were posted without student images to prevent individuals from being connected to negative comments. For every information post, our goal was to have 4-5 positive posts to balance out what people saw in their feeds.

Our schools do not have their own social media, so we asked them to send pictures and videos to one address in our department and we handle to content and lead like a news desk- determining where and how to use it. We provided a guidelines document to guide the kind of low-risk COVID content we want them to provide.

With the goal of using more user-generated content while staying aligned to the communications plan in mind, we selected a districtwide theme, *One Team STPPS*, and developed monthly challenge sheets to help align the topics and content the schools curate with the district communications strategy.

Our editorial calendar contains placeholders for different categories of positive posts, including spotlights, inside the classroom pictures, awards and success stories. We also began to post a weekly recap of positive things that happened around the district in stories.

**Evaluation**

- Engagement and video views have increased on every social media platform compared to previous years.
- Our social media footprint continues to expand as STPPS has the largest Twitter (7,744), Facebook (41,047) and Instagram (9,716) following of any school system in the state of Louisiana.
- Our followers have increased by over 3,000 since the end of last school year.
- STPPS’s Instagram following has grown 69% since COVID began.
- Media sharing our posts has grown exponentially.
- Negative comments have decreased and our army of brand ambassadors defend us more often.