SOCIAL MEDIA
#ReturnStronger - Back to School Campaign

Analytics: July - August 2021

Facebook: Memphis-Shelby County Schools-MSCS
People Reached: 216K
Campaign Engagements: 5,455
Comments: 921  Likes: 345  Shares: 310

"Are you ready to #ReturnStronger?" Back to school events Facebook video post
#ReturnStronger Virtual Town Hall - Post announcing virtual event
#ReturnStronger Virtual Town Hall streamed event
#ReturnStronger – Parent expresses gratitude

Instagram: @SCSK12Unified
People Reached: 12K

"Are you ready to #ReturnStronger?" Back to school events Instagram video post
#ReturnStronger Virtual Town Hall - Post announcing virtual event
#ReturnStronger – Parent expresses gratitude

Twitter: @SCSK12Unified
Campaign Impressions: 552.9K
Daily Impressions: Average 2k - 5k

Are you ready to #ReturnStronger? Back to school events twitter video post
#ReturnStronger Virtual Town Hall - Twitter post announcing virtual event
#ReturnStronger – Parent expresses gratitude

But I just want to thank you for an amazing month.
Additional Posts

**Shelby Co. Schools**
@SCSK12Unified

💖 Ready, 💯 Set. RETURN STRONGER. As we countdown to the 2021-22 school year, we will be teaming up with organizations citywide to bring you events to engage our families and ensure students have what they need for a successful school year. For more, visit bit.ly/ReturnStronger...

9:00 AM - Jul 10, 2021 - Twitter Web App

[View Tweet activity]

9 Retweets 2 Quote Tweets 23 Likes

**Memphis-Shelby County Schools - MSCS**

On Friday, August 7th, we’re preparing all students to #ReturnStronger2021 with our Family Festival! There will be fun activities including music, prizes, food, and more. Families can also receive immunizations, COVID-19 vaccinations (ages 12+), and school supplies.

21 Shares

**Memphis-Shelby County Schools - MSCS**

What an AWESOME first day and start to a new year. Check out some highlights from DAY 1. Thank you to our SCS families and teachers for making our #RETURNSTRONGER a success. Read more at http://www.scsk12.org/newsroom/#article1658

17,265 People reached 2,346 Engagements

[Boost post]
Return Stronger was an all-encompassing campaign to inform families, students, teachers, staff, community partners, and media outlets about the return to in-person learning in the 2021-2022 school year, nearly a year after school doors were suddenly shuttered due to the onset of the COVID-19 pandemic.

In the video series, “In the Classroom/Students Speak” (shared March 2021), students, staff, and district leaders talked about the impact from updated cleaning and safety procedures and protocols for in-person learning.

The Memphis-Shelby County Schools Communications Department released a series of videos in the months and weeks leading up to the start of the new school year. This video and others in the series supported the effective communication of the District to families, students, and staff on protocols as MSCS prepared to return to in-person learning. These videos were provided to give individuals an understanding of what the school day would look like along with the measures being taken to ensure a safe return.

The “Return Stronger” simulation video series is accessible on our Return Stronger website. Videos were shared with local media, and they were also distributed on our video and social media platforms and got anywhere from hundreds to thousands of views.