West High #WaterlooProud SOCIAL MEDIA

Waterloo Community Schools**Katrina Hemann, Communications Specialist II, hemannk@waterlooschools.org

The videos can be viewed here:
West High #WaterlooProud:  https://youtu.be/IroWCiBC6Wo
West High IMC video feature: https://youtu.be/e2hFTZ_lxMM

Please summarize your purpose & goal for creating this piece: The goal of these videos was to showcase West High and demonstrate how each and every student and staff member makes us #WaterlooProud. This was a new campaign we started this year where each school received two short videos and five student/staff quotes and photo spots on social media. We let the principal, Andy Miehe, decide what to feature and from the views on social media, he chose wisely.

Target Audience(s): Internal and external customers including: staff, students, community, parents/guardians and alumni.

Describe your approach to this project: This video was part of our #WaterlooProud series where each building had to select one important idea to highlight with a short video this year. West High is focused on traditions and #OneWahawk. We wanted to show that through the principal’s #WaterlooProud video feature. The #OneWahawk comes through loud and clear and that theme occurred with each and every staff interview without prompting. The IMC video feature was an amazing show as well because we could see how the staff really listened to the student body and created a safe, useable space out of their old drab library. They even utilized student ideas to create fun work spaces. It was nice to see the pride in those students when they talked about how they had a part in creating the fun space. We didn't believe the IMC staff when they said they were swamped at lunch, but the place filled up almost immediately. #OneWahawk, pulling together to create a better place was definitely highlighted there. We thought it best to close the video with the traditional school song as they love to honor West High traditions. Our team visited the building a few different times for this video so we could capture different areas and really highlight as many programs as possible to be an informative video.

We are able to post this over multiple platforms of social media to ensure we had complete coverage. This included posting on our website scrolling front page, our district Facebook page, and district Twitter account. We’re able to double cover all videos as well with photos taken of the story as interviews are being taken. Those are always posted no later than the day after including a teaser for the upcoming video. Then, the video follows within a week.

How did you evaluate the success of this entry, and what were the metrics/feedback you gathered (or results)? The photo along with the accompanying video was posted on our internal staff e-newsletter, District YouTube Channel, Facebook page and Twitter account. It was posted with a variety of other photos taken during the videotaping and received lots of likes and shares! It also ran on our local cable channel. West High also shared both videos on their Facebook and Twitter pages for extra coverage.

Parents, students and staff loved the video as well as the accompanying photos taken during the video recording. We track this from the number of hits on social media outlets, 521 views were recorded on YouTube; 3,360 & 2,395 people engaged on Facebook; 524 & 587 impressions on Twitter.