Lowell Elementary #WaterlooProud *** SOCIAL MEDIA

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

Here is a link to the Lowell construction video.  https://www.youtube.com/watch?v=MqsFL-q8P3c

Social Media analytics are attached at the bottom of the write-up.

Please summarize your purpose & goal for creating this piece: We created the #LoveLeadsLowell campaign to inform the public on updates and reasons for a new Lowell Elementary school. The campaign was showcased mainly on Facebook with some highlights on Twitter, a video on YouTube which also ran on our cable channel and our website front page slider. This campaign included communication to parents about the move to the new Lowell over our Connect-ed system as well as fliers posted on social media and sent via email to parents. We also ran all of the Facebook posts on our internal e-newsletter for staff and board members.

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

Describe your approach to this project: We started this campaign with a video teaser showcasing construction updates and a tour with the principal Carrie Heinzerling explaining future updates to the new building. This video was posted on Facebook, Twitter, YouTube, our website and our cable channel. Up to this point, the public had no idea what the construction looked like, plans for the Lowell move, etc. This video kicked off the #LoveLeadsLowell campaign. Lowell had been uprooted when the roof collapsed on a snow day three years ago. What started as a temporary move to an old AEA building, turned into an extended stay. Once Lowell was finally given the green light to move into their brand-new building, they were thrilled! The posts below helped showcase some of the move and get the public excited to have Lowell students attending their neighborhood school again!

Another post was created titled #ALookBackAtLowell, and explained the move to a temporary home and a teaser of photos and smiling kids in the new Lowell went out shortly after the video. That post reached over 10,000 people with 1,625 engagements and 33 shares. We continued the theme of A Look Back At Lowell showing photos of the damaged Lowell roof as well as old photos from Lowell along with photos of the new building. All of the other posts were filled with excited students reminiscing about what they missed from the “old Lowell” and what they loved about the new Lowell. The Facebook posts averaged over 6,000 people reached. We were able to feature three staff members and five students in grades K-5. Other posts were included documenting the move and showing staff members packing up supplies. Communication to went families via multiple platforms including: printed fliers, fliers emailed, phone calls using our Connect-ed system reminding them of the move after winter break, social media and our cable channel.

The photos and quotes were shared on our district Facebook page, Twitter account, front page of our district website and in our internal e-newsletter. These were strategically planned to go weekly with the flier of closed dates for the move to be posted right before the last day of school for students. We finished the campaign with a phone, text and email to parents, including the flier with a list of events for the school closing to go the night before the last day for students.

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 YouTube channel, local cable channel, our district Facebook page and district Twitter account as well.

How did you evaluate the success of this entry, and what were the metrics/feedback you gathered (or results)?

The photos and video were posted on our internal staff e-newsletter, Facebook page, YouTube channel and Twitter account.

We track this from the number of hits on social media outlets. All Facebook posts received at least 2,000 people reached as well as at least 400 impressions on Twitter!