Social media from Chesterfield County Public Schools (Virginia)
2021 graduates: now and then

This campaign ran across three social media platforms but the focus of this award submission are the posts on Facebook because all of the graduate posts have been collected into one album for easy viewing: https://www.facebook.com/media/set/?set=a.10159297972489291&type=3.

Here are links to three specific posts, which are also uploaded separately in the supplemental materials section of the award submission form:

- 1: https://www.facebook.com/chesterfieldschools/photos/a.10159297972489291/10159294811024291
- 2: https://www.facebook.com/chesterfieldschools/photos/a.10159297972489291/10159350727034291
- 3: https://www.facebook.com/chesterfieldschools/photos/a.10159297972489291/10159332477934291

This social media campaign included two or three posts each week, starting July 22 and ending Sept. 13, 2021. There were a total of 22 posts featuring graduates from every high school in Chesterfield County Public Schools. The posts were inspired by the layout of the school system’s 2021-22 parent handbook, which features graduates in the class of 2021, with a cap-and-gown photo of the student paired with an older photo. Accompanying text with the social media posts provided details about the Chesterfield County schools each student had attended plus information about their postsecondary plans. Each post included our usual hashtag of #oneCCPS plus the hashtag #onthego to both reflect graduates’ success as well as the school system’s work to meet families where they are after months of the COVID-19 pandemic. The campaign was pulled together visually by using the same attractive yellow background for each post.

Using social media to expand the use of the now-and-then photos enabled Chesterfield County Public Schools to use more graduates than the layout of the parent handbook would allow. Social media let the school division share more positive stories about young people and public education.

Response to this campaign was positive, with each post receiving dozens of likes and comments. The July 22 post about a graduate of Manchester High graduate received the most response: 430 likes/loves, 28 comments and 11 shares.

Chesterfield County Public Schools was pleased with the results of this campaign, which was created during a time during the pandemic when there was becoming a great deal of friction and social media churn connected to requirements for masks in Virginia schools.