

## Mesa Public Schools - Spanish-language parent testimonial campaign NSPRA 2021

As part of a robust enrollment campaign in winter/spring 2021, Mesa Public Schools created a Spanish-language parent testimonial social media video campaign. As a minority-majority district, Mesa Public Schools has a sizeable amount of Spanish-speaking families. After receiving feedback from Spanish-language families through focus groups and other outlets, the district has embraced the effectiveness of video in communicating/marketing to Spanish-speaking families, prospective families and community members.

To harness the power of word of mouth in the middle of a pandemic, the communications & engagement and visual communications teams recruited Spanish-speaking parents from various schools to appear in testimonial videos to share on the district's Spanish-language Facebook page, facebook.com/mpsenespanol. All video files were directly uploaded to Facebook for the capability to autoplay. The video series launched Feb. 22, 2021.

The testimonials include parents discussing topics such as how their child is excelling in their school, why they chose the school, and why the school is a great choice for families. Each post was boosted to Spanish-language parent users in Mesa boundaries and surrounding areas. Each boosted post was active for three weeks with a \$50 budget (\$70 for the Franklin video). All links led to the district's enrollment webpage.

The videos immediately took off, with engagement, reach and link clicks (*see below*) far greater than the district typically experiences with English-language boosted posts. Since launching online enrollment in late January 2021, 14 new families so far have indicated they learned about the district through social media. The series will continue through the spring.

Analytics:

[Longfellow Elementary testimonial](#): 1,425 reach; **50 link clicks**; \$0.31/cost per click (as of April 4 - ad still active) - <https://bit.ly/3dy6KAT>

[Eisenhower Center for Innovation](#): 2,073 reach; **73 link clicks**; \$0.43/cost per click (as of April 4 - ad still active) - <https://bit.ly/31lwqWa>

[Lindbergh Elementary](#): 3,183 reach; **101 link clicks**; \$0.49/cost per click (as of April 4) - <https://bit.ly/3dtlslo>

[Porter Elementary](#): 3,218 reach; **66 link clicks**; \$0.76/cost per click - <https://bit.ly/3wtwjM3>

[Keller Elementary](#): 1,542 reach; **129 link clicks**; \$0.39/cost per click - <https://bit.ly/3cO6crn>

[Franklin Traditional Schools](#): 3,384 reach; **145 link clicks**; \$0.48/cost per click (\$70 budget) - <https://bit.ly/2OkA1GK>