

Social Media - Highline Heroes

Name: Tove Tupper

District: Highline Public Schools

URL:

- Facebook: <http://bit.ly/37DGJ12>
- Twitter: <http://bit.ly/2OXOzfi>
- Instagram: <http://bit.ly/3dDDNFC>

When our district transitioned to distance learning due to the pandemic in March 2020, we immediately started noticing the behind-the-scenes heroes who were still coming to work in-person to keep us moving forward—custodians, kitchen staff and helpers, office staff, paraeducators, technology services staff, maintenance crews and more.

These staff members remained on the front lines to make and distribute meals and learning packets, deliver technology devices, provide child care to children of first responders, make phones to families to ensure they had access to food and unemployment.

We decided to document these staff member's journey through the first several weeks of COVID through a social media campaign called Highline Heroes. We had two goals. First, we wanted to celebrate and thank these staff members publicly. Second, we wanted to make sure our community knew that just because school buildings were closed, our staff was still working extremely hard to support students and families.

Between March 27-May 6 we featured nearly 50 staff members across our social media platforms, including Facebook, Twitter and Instagram. Each post included a photo of the staff member and either a quote from them about their work or a summary of their work.

The campaign was incredibly successful. During the initial six week campaign, our posts received nearly 117,000 impressions on Facebook alone. The posts had an average engagement rate on Facebook of 262 (number of people who reacted, commented and shared a post).

Not only did our staff members feel appreciated, but our community saw first hand how hard they were working. If you search the #HighlineHeroes hashtag on social media, you will find staff, families and community members started sharing stories about their own Highline Hero. Nearly a year after we launched the campaign, the phrase *Highline Heroes* is still amongst staff.

Please note: These photos were captured when the pandemic first started. Some staff are wearing masks while others are not. In the very, very early days, our local public health department did not recommend wearing a mask. That guidance changed in the middle of this campaign, which is why you see the transition of photos with staff wearing masks.