

2021 NSPRA Award Entry #1

Category – Electronic Media Communication – Social Media
Rockland BOCES for Nyack Public Schools
Bridget Clark, Public Information Specialist

Title: Land Purchase Vote

Entry's Target Audience: School district community, current families and students, residents of the district, taxpayers

Summary:

Nyack Public Schools was positioned to purchase a piece of property adjacent to the high school. Voter approval was need for this time-sensitive offer would provide much needed additional vehicle parking. The new parking area would ease Nyack High School's parking crunch—especially during well attended athletic events, commencement ceremonies, school concerts, drama productions and other extra-curricular activities. With an ongoing pandemic, a comprehensive effort was made to drive voters to the polls through multiple communication outlets. The primary channel being the District's newly launched social media platforms.


In October of 2020 Nyack Public Schools launched social media (Facebook, Twitter, Instagram). Using these three platforms, we expanded our reach of the message through a grassroots campaign. Leveraging community groups and key stakeholders to share the message, the District was able to provide information on the vote and potential benefits to the purchase. It also allowed the District to engage with residents who do not receive parent communications. In turn, the Facebook and Instagram following doubled in a one week span after launching the initial video. Subsequent posts reminded the residents how to vote by absentee ballot and promoted community Zoom Q&As.

The proposal was passed with 86.5% of the vote.

Nyack Public Schools
Published by Bridget Clark · January 7

On January 22, 2021, residents of the Nyack Union Free School District will be asked to approve a proposal to fund the purchase a 1.1-acre site at 366 North Highland Avenue, Upper Nyack.

Vacant since February 2019, the property once housed the original site of the Pie Lady and Son bakery and other small businesses. The new parking area would ease Nyack High School's parking crunch—especially during well-attended athletic events, commencement ceremonies, school concerts, dra... [See More](#)




6,276 People Reached **1,584** Engagements [Boost Post](#)

37 12 Comments 52 Shares

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Nyack Public Schools
Published by Bridget Clark · January 13

Want to learn more about the upcoming vote on January 22? Join Dr. Montesano tomorrow morning, Thursday, January 14 at 10AM for our [Community Zoom Meeting: Land Purchase Vote](#).
[#NyackSchools Nyack News And Views](#)



577 People Reached **58** Engagements [Boost Post](#)


Nyack Public Schools
Published by Bridget Clark · January 22

Don't forget to vote today! Polls are open until 9:00 p.m. tonight. Absentee Ballots must be returned to the District Clerk no later than 5:00 p.m. today.

POLLING LOCATIONS:
Poll 1: Depew Manor, 60 Depew Avenue, Nyack
Poll 2: Hilltop Building, 13A Dickinson Avenue, Nyack
Poll 3: Valley Cottage School, 26 Lake Road, Valley Cottage
Poll 4: Upper Nyack School, 336 North Broadway, Upper Nyack

Voters must be registered with the Rockland County Board of Elections or the Nyack School District. You are registered if you have voted in a general or school election at your present address in the past four years.

For more details, visit https://www.nyackschools.org/jan_22_2021_vote

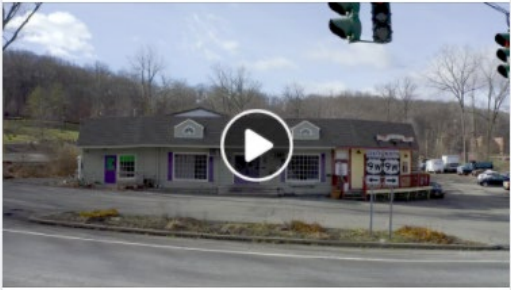


1,258 People Reached **121** Engagements [Boost Post](#)

5 6 Comments 11 Shares

Nyack Public Schools
Published by Bridget Clark · January 19

Reminder: This Friday, January 22 is the [2021 Proposition For Land Purchase Vote](#). Residents of the Nyack Union Free School District will be asked to approve a proposal to fund the purchase a 1.1-acre site at 366 North Highland Avenue, Upper Nyack. Learn more on our website at: https://www.nyackschools.org/jan_22_2021_vote [#NyackSchools](#)



1,161 People Reached **165** Engagements [Boost Post](#)

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nyackschools Thank you to the Nyack Public Schools community for your support of the District's proposal to purchase the 1.1-acre site at 366 North Highland Avenue, Upper Nyack! The proposal was passed with 86.5% of the tentative vote results. Nyack High School is a community hub, with individuals of all ages and abilities frequenting its classrooms, performance spaces and athletics facilities. We look forward to sharing our plans for future development of this property. [#NyackSchools](#) [#NyackStrong](#) [#ThankYou](#)

7w

bizteacher28 Congrats to Nyack High School

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JANUARY 22

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