The Kyrene School District is proud to honor employee excellence and dedication through a variety of staff recognition efforts. Kyrene has many systems in place to recognize certified teachers and educational support staff; however, the District executive team recognized that administrator recognition was an area of growth for staff recognition. As a result, the communications team developed a social media campaign to individually honor all 26 Kyrene school principals. The campaign was timed in accordance with National School Principal Month which falls in October.

Kyrene Communications researched and reviewed previous social media campaigns to identify a strategy that would be successful. The team also researched the best times to post to social media to maximize the exposure of each principal graphic. Planning for the Principal Social Series Campaign began a month in advance. Campaign plans included determining the audience (the entire district) and content for the post (a graphic featuring the principal’s photo and a quote from the principal’s educational beliefs/philosophy). The ultimate goal of this campaign was to share with our community the faces of our school leaders and showcase each leader’s dedication to the District and to their students and staff.

This project was communicated via Facebook, Twitter, and Instagram as well as in a Superintendent’s Governing Board Update and the October Superintendent Community Message. One challenge that the team had to overcome for this project to be successful was timing. Kyrene’s Fall Break took place at the beginning of National Principals Month (October). Based on social media insights that showed user engagement typically dips over breaks, the team strategically decided not to begin the full campaign over break. Instead, the team “soft-launched” the campaign with a picture collage featuring all the principals. Additionally, due to the number of principal posts (26), the team followed social media best practices and only posted two to three posts each day during the entire month to ensure principal recognition remained consistent but did not inundate followers with too much of the same content too frequently.

On Facebook, the principal graphics reached nearly 43,000 people, and nearly 4,400 people engaged with the content. The Arizona School Administrators Association which supports and trains school administrators in Arizona shared the Kyrene principal collage with their more than 1500 followers. More than 100 stakeholders in the District commented on/responded to the principal posts. Overall, the Kyrene principal recognition posts were some of the District’s most successful social media content for the 2021-2022 school year.