

Healthcare Worker Social Media Project

Genesee Valley Central School

In-person learning at Genesee Valley Central School was suspended on March 12, 2020. Along with thousands of school districts across the United States, our school was turned upside down as we tried to make sense of what was happening around us and create a new model of instruction for our students.

As our school district, county, state, and nation came to grips with life during a global pandemic, we sought to bring some attention to those at the front lines and to share positive stories with our community.

In late March, we decided to reach out to Genesee Valley Central School alumni in the healthcare field and ask if they would allow us to profile them on our Facebook page. Our goals were as follows:

1. To bring attention to healthcare professionals providing care for those most affected by the pandemic
2. To encourage our healthcare workers during a time of intense stress
3. To inject some positivity on social media, a platform that was becoming intensely divisive and negative
4. To indirectly show our students the range of healthcare professions available to them

The response to our inquiries was greater than what we expected. All told, we featured twenty-five alumni healthcare workers during the month of April. Each post included a short bio of the alum, what their work entailed, how their lives and work were affected by the pandemic, and the ways that Genesee Valley had prepared them for life.

The response to the posts was overwhelmingly positive. The twenty-five posts received a total of 11,343 reactions, comments and shares. The posts received a combined 4,117 "Love" reactions. On average, each post reached over 3,200 people. The comments on each post were positive, encouraging, and uplifting.

The alumni we contacted were delighted to hear from us. They were touched and moved that we would feature them. They were appreciative of the outpouring of support and encouragement that ensued.

What began as a simple idea to feature a handful of healthcare alumni turned into a project that grew beyond our imagination and offered a light to our community during a dark time.