AN APPLE A DAY CAMPAIGN

Cabarrus County Schools (CCS) created the An Apple A Day campaign to celebrate the district’s Teacher of the Year finalists and to excite the community of CCS parents and students for the official announcement of the 2021-2022 CCS Teacher of the Year, which honors teachers for their outstanding work in the classroom. The Communications team planned the An Apple A Day campaign to be released one week prior to the official announcement of the CCS 2021-2022 Teacher of the Year under the hashtag #CCSAppleADay. Every day for a week a finalist was highlighted on the district’s social media platforms through a bite-size video. The video highlighted a quick peek inside our finalists’ classrooms, and their commitment to education/teaching through a first-person voiceover by the Teacher of the Year finalist. The social media focus was on sharing the videos through the new Facebook Series feature.

The purpose for the campaign was very simple, 1) to engage the community digitally and get them sharing their excitement and love for each teacher finalist -- with a priority focus on the Facebook platform, 2) to give the community an opportunity to get to know each finalist on a personal level, and 3) to create buzz and interest for the official 2021-2022 CCS Teacher of the Year announcement. The video series led up to the announcement of the CCS 2020-2021 Teacher of the Year Ashtyn Berry, who won Southwest Region Teacher of the Year afterwards and is now competing for the title of North Carolina Teacher of the Year. And it all started with An Apple A Day!

Communications & Public Information collaborated with Teacher of the Year finalists and their administrators for An Apple A Day episode production. Teachers were sent specific instructions for recording their voiceovers along with the shooting date schedule.

Prompt questions were provided for finalists and examples of previous productions. Our team visited the schools to record b-roll for each finalist in their classrooms and was intentional in capturing student interaction and things around the classroom that represented the teacher/and or teaching style. Our post-production team made sure all episode lengths were similar and under 90 seconds. Professional pictures were also taken as a keepsake for finalists.

The digital media engagement outcome of the campaign was extremely successful and evident through the following social media insights:

- Facebook series reached +20K views, +44K reach, and +1.4K engagement.
- The official Teacher of the Year announcement post with photos got +9K reach and +1K engagement. Lots of love for Ms. Berry!

More Than Numbers
The love for An Apple A Day series was evident through the overwhelming comments of support from the community. The series helped build the excitement and momentum for the official announcement of the CCS Teacher of the Year. The organization of the project enabled a speed process for production. The final budget cost to produce the series was $0. Fun fact: The An Apple A Day production is a one-man show.