Why was this project needed?

Kyrene School District is proud to celebrate teachers all year round, but we always try to do something extra special for educators during Teacher Appreciation Week in May. In 2021, we used Kyrene social media to spotlight Superhero Teachers. Our message was that these superheroes represented just a sample of the heroic work all Kyrene teachers were doing in classrooms every day, especially with the extra challenges presented by the pandemic.

Our goals during Teacher Appreciation Week are always to make our educators feel appreciated and to give families an opportunity to celebrate their children’s teachers. In 2021, due to community discord created by the pandemic, sentiment toward teachers was trending negative, so we introduced the added goal of reminding our wider community that the work of educators is noble, selfless and downright heroic.

How did you implement or communicate this project?

Beginning in April, we engaged school leaders to help identify teachers to recognize and to provide brief descriptions of how their work rose to superhero status. Posts were scheduled in advance to coincide with Teacher Appreciation Week, and when we had more submissions than anticipated, we extended the celebration an additional week and communicated that we were expanding Teacher Appreciation into another week, because our teachers deserved the extra recognition!

Evidence:

https://www.facebook.com/KyreneSchoolDistrict/posts/5342979702410079
https://www.facebook.com/KyreneSchoolDistrict/posts/5354173777957338
https://www.facebook.com/KyreneSchoolDistrict/posts/5353473244694058
https://www.facebook.com/KyreneSchoolDistrict/posts/5363363223705060
https://www.facebook.com/KyreneSchoolDistrict/posts/5384410948266954
https://www.facebook.com/KyreneSchoolDistrict/posts/5394775757230473
https://www.facebook.com/KyreneSchoolDistrict/posts/5358519110856138
https://www.facebook.com/KyreneSchoolDistrict/posts/5347944011913648

Evaluation of outcomes:

On Facebook, the Superhero Teacher posts reached more than 14,000 people with total engagement of 2,300 through likes, comments and shares. Nearly 100 people commented with messages of support and congratulations for our spotlighted educators. The positive engagement served both to lift up our teachers at a time of low morale and to demonstrate our community’s continued support of outstanding educators.