



## **Social Media Entry Summary Sheet Promising Futures Friday**

Each Friday, the district highlights a different student for a regular feature called #PromisingFuturesFriday. The goal of #PromisingFuturesFriday is to introduce families and the community to the creative and high achieving students learning in Clover Park School District and celebrate their efforts.

Each post consists of a short profile and photo of the chosen student. Each of our schools and programs has at least one student featured in the #PromisingFuturesFriday each year. #PromisingFuturesFriday also provides an opportunity for us to share students with our community who may not otherwise appear on our social media channels or in other local media. We ask principals to nominate successful and engaged students who may otherwise fall under the radar.

### **Communication Goals**

- Introduce families and community members to some of the impressive students who are succeeding inside and outside of our classrooms every day.
- Increase engagement and general support of the district.

### **Strategies**

- Share content on social media and with local media that tells our district's stories and the diverse backgrounds and skills of our students.

In addition to sharing each #PromisingFuturesFriday profile on social media, the content is shared with local media.

### **Evaluation**

Key elements of communication and engagement included:

- #PromisingFuturesFriday posts reached an average of 2,037 Facebook users and received an average of 135 engagements so far during the 2020-21 school year.
- Each feature is posted to a local online community bulletin board/newspaper called The Suburban Times that is sent out electronically every day to more than 30,000 users.
- We have gained 542 followers on Facebook and 87 followers on Instagram since the beginning of the 2020-21 school year in part due to our #PromisingFuturesFriday campaign.

### **Post Links**

- Post #1: <https://bit.ly/3cIBGiS>
- Post #2: <https://bit.ly/3sSnVnu>
- Post #3: <https://bit.ly/3fCFJiv>