

2021 NSPRA Award Entry #1

Category: Electronic Media Communication (Social Media Campaign)

Rockland BOCES for the Nanuet Union Free School District

Ashley Columbia, Public Information Assistant

Title: #NUFSDCares

In an effort to show support during the ongoing pandemic for healthcare professionals and first responders who are also Nanuet Union Free School District alumni and/or employees, the District launched its #NUFSDCares campaign across Facebook, Twitter and Instagram. Graduates and current District employees were encouraged to participate by providing their information (name, graduation year, employer and title), along with a photo of themselves holding up a sign using the campaign hashtag. The District received 14 submissions from alumnae, school and substitute school nurses and a member of the Board of Education. Our campaign reached an average of 1,886 residents in the immediate and surrounding areas and yielded an average of 281 likes, comments and shares on Facebook. The inspiration came from a District employee, Eileen Mitchell, whose daughter was featured in the campaign.

This campaign represents the NUFSD Mission Statement at work. The District is committed to the personal development of each child so that upon graduation, he or she is prepared and inspired to apply learning in a changing, complex and interdependent world. These 14 individuals harnessed the power of their education and passion to approach the changes and complexities brought on by COVID-19 with professionalism and selflessness. Our stakeholders – parents, students, administrators and other community members – perceived this as well and responded with an outpouring of gratitude and well-wishes.

Social media plays a critical role in how we keep in touch with our proud Golden Knight community. One of the District's communication goals is to connect with alumni through social media, so that we can stay current on where our former students' careers have taken them. In addition, we wanted to share how NUFSD is doing our part to create invaluable members of society who represent the very best of our education system. Overall, the District's use of its social media channels enabled us to bridge a previous gap between past and present learners.

To see this social media campaign, visit: <https://www.facebook.com/NanuetPublicSchools>.