

NSPRA Award Submission

School: Bethlehem Central School District

Category: Social Media

New Teacher/Staff Trading Cards

Fall 2020

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About

We needed a way to make our new teachers and staff feel welcome in an awkward year to start a career or in a new district. We wanted our community to connect with our new team members on a personal level. That's where social media baseball-style cards came in.

As a team at Bethlehem CSD, we wanted to focus on the excitement of a new school year on our social pages and use our more direct methods to students and parents to relay important COVID/reopening updates.

The New Teacher/Staff Trading Cards campaign released a new "pack of cards" every Thursday for six weeks on Facebook and Instagram Stories. The cards were designed and posted on each platform differently to give the feel of shuffling through a deck of cards on your smartphone. It gave our audience something on our page to look forward to each week. This method also gave our audience, predominantly women between the ages of 35-54, a chance to learn more about the people interacting with their children on a daily basis.

The reception from our community on social media was tremendous. We saw an uptick in our profile views on Instagram and a flood of photo gallery clicks and comments on Facebook, as well as in person.

Some of the feedback we received:

- "What a classy idea!!!"
- "Super! Nice to see all the new teachers. Welcome!"
- These are AWESOME!!!! Welcome to BC!!!!
- "This is really cool!! Keep doing it, BC!!!"

The final products were archived in a Facebook gallery and an Instagram highlight below our profile picture so our followers can revisit the content anytime. We plan on using a similar campaign to honor our upcoming retirees.