If you asked someone to find Sandy Creek, NY on a map, they would likely have a hard time. However, this small school district is full of caring individuals who always put the education, welfare and safety of their students at the forefront of everything they do. It is because of these qualities that we launched the #MeetMeMonday campaign. We wanted the community to get to know the special group of men and women at Sandy Creek Central School District.

When we first launched the campaign, our main goals were to help community members get to know the faculty and staff that they entrusted with the care of their children each day, as well as grow the social media presence in a district that, in the past, has been hesitant to utilize social media as a form of public relations.

The process started by creating a Google form that allowed staff members to answer some basic interview-style questions, including a fun fact that was unique to each respondent. Once the data was gathered, our graphic design team then created a fun, eye-catching graphic to display all the information in a quick, easy-to-read format.

Once the first post went live — during COVID when in-person interactions were limited — it was clear that the community really valued this personal look at the faculty and staff. Since beginning this campaign, each post has performed exceptionally well in terms of reach, engagement and distribution. Audience engagement is much higher, with community members sharing kind thoughts or memories they have with the highlighted staff members.

In a time when people are looking for any shred of normalcy and humanity that they can find, #MeetMeMonday provides community members with something to look forward to each week. It also serves as a way to show appreciation to the school employees whose hard work often goes unnoticed.

Links to relevant posts:
#MeetMeMonday Post 1
#MeetMeMonday Post 2
#MeetMeMonday Post 3
#MeetMeMonday Post 4