RESEARCH

Pittsford Central School District (PCSD)’s students, families and staff members were feeling burned out and fatigued as the community was about to enter the second holiday season of the COVID-19 pandemic. While the COVID-19 pandemic was still causing angst, PCSD knew there were plenty of things to be grateful for as Thanksgiving approached. This time of year is usually a time when people reflect on things for which they are grateful. PCSD sought to share what students and staff members are grateful for as a way to boost morale and lift the spirits throughout the winter holiday season. In the past, social media response has been very positive when posts include short video clips of students and staff.

PLANNING

Objective
Create a positive student- and staff-centered social media campaign using short video clips of students and staff expressing what they are most grateful for as a way to boost morale and lift spirits of families, staff and community members throughout the winter holiday season from the week leading up to Thanksgiving to the week of the New Year.

Target Audiences: PCSD families, staff and community members

Key Messages
• It’s the Season of Gratitude and PCSD students and staff members have shared what they are most grateful for.
• Help us spread positivity and tell us what you’re grateful for.

Budget: Communication was electronic, and videos were created in-house so $0 dollars spent from Communication Office budget.

IMPLEMENTATION

Strategy 1: Selected students and staff members to participate in the Season of Gratitude videos in which they share what they are grateful for.
• Worked with PCSD principals to select a diverse representation of two students and one staff member from each of PCSD’s nine schools to participate in the Season of Gratitude videos.
• Coordinated with students and staff members to schedule and record the Season of Gratitude videos.
• Asked students and staff members to share about one or both of the following prompts during the 10-60 second video recordings: What are you most grateful for in your school and/or what are you most grateful for in your personal life.

Strategy 2: Shared the student- and staff-centered videos on PCSD social media in order to boost morale and lift spirits of families, staff and community members.
• Post each of the 27 positive, gratitude videos on PCSD Facebook and Twitter from November 23, 2021, to January 3, 2022, the winter holiday season from the week of Thanksgiving to the week of the New Year.
• Include key messages in each Facebook and Twitter posts.

URLs: https://twitter.com/pcsdschools; https://www.facebook.com/PittsfordCentralSchoolDistrict/

EVALUATION

Results met objective.
• Twitter: The 27 student and staff gratitude videos received a total of 29,853 impressions, 1,756 engagements, 7,058 video views, 251 retweets and 121 likes; an average of 1,106 impressions, 65 engagements and 261 views per video.
• Facebook: The 27 student and staff gratitude videos reached a total of 16,933 people, and received a total of 9,189 video views, 2,842 engagements, 342 positive reactions, 40 positive comments and 14 shares; an average of 340 views, 105 engagements and 13 reactions per video.