We Are STPPS

Our schools do not have their own social media channels, so we have to tell the story of our 55 schools, 37,000 students, and 6,000 employees from the district level. We wanted to humanize our district and tell the unique stories of our employees, students, parents and community. Our district is not a building or just school board members in suits in the boardroom. Our district is a group of real people.

Research has shown us on social media, parents are very outspoken and are looking for reassurance of their parenting through COVID. They need reinforcement that they are making good decisions keeping their children in our schools. We did this by incorporating targeted campaigns into our existing social media strategy that focus on the human element of our STPPS family.

Implementation

We developed several campaigns that focus on the people of our district and filled in our editorial calendar with scheduled posts each week. Some of the names are internal but it helps create placeholders for consistent and intentional content.

Our **Inside the Classroom** campaign gives parents and community members an inside peak into what is happening in our classrooms. We’re showcasing our innovative teachers and we are demonstrating our value to the community. We are showing safe, healthy and productive learning environments with happy students and employees.

Our **Teacher of the Year** series highlights outstanding teachers who were named teacher of the year for their school. We include a picture and quote for each teacher to personalize the posts.

**Employee Spotlights** are a way to show how our support service employees contribute to their schools. We include a picture and quote to personalize the posts.

Through our **For Your Information** series, we positioned our district as the authority and trusted source of school system information. We want people to come to us for accurate information. Providing helpful information from the district would strengthen our relationship as a partner with our stakeholders.

**A Look Around Our District** is a collection of pictures in stories and posts that show a variety of things happening around our district. This is a good place to post pictures that aren’t necessarily standalone worthy and families love seeing their kids on social media and tagging people they know.

**Student Artwork Spotlight** is a way to show how talented our students are and focus on the student creation. At first this was a filler during summer when we needed content but it was a huge success with incredible engagement.

**Community Connections** are a way to intentionally post community involvement and business partnerships by showing the direct benefit of the connections. There is a placeholder on our editorial calendar to make sure we focus on this at least once a week.

**All theFeels** is a way to evoke emotion. We intentionally post something that we know will make people feel good.

For our **Signs** series, we make a sign with a theme and ask students and employees to take pictures holding them. We have done this for **I Am a Future…, Class of ____**, **I am Thankful**, **I ❤ My School**, and **My Goal for the Future** this year.

Outcomes

- Engagement and video views have increased on every social media platform compared to previous years.
- Just this school year, our reach on Facebook is almost 2 million and almost 30,000 on Instagram.
- Our social media footprint continues to expand as STPPS has the largest Twitter (7,744), Facebook (41,047) and Instagram (9,716) following of any school system in the state of Louisiana.
- Our followers have increased by over 3,000 since the end of last school year.
- STPPS’s Instagram following has grown 69% since COVID began.
- Media and others sharing our posts has grown exponentially.
- Negative comments have decreased and our army of brand ambassadors defend us more often.
- STPPS’s Instagram following has grown 941% in two years.