

# 150<sup>TH</sup> ANNIVERSARY SOCIAL MEDIA CAMPAIGN

## OVERVIEW

Wichita Public Schools graduates between 2,500 and 3,000 students a year, representing our community's greatest source of future workforce talent. Our community's future depends on our ability to support, engage and retain the talent that will work, consume goods and lead in the future.

Our purpose during the 2020-21 school year was to celebrate our legacy of 150 years of public education in the Wichita area, as well as look forward to the future our students will create for our community in the next 150 years. Monthly themes coinciding with key milestones during the year (such as National CTE Month in February) provided focused opportunities to tell important stories of how Wichita schools have shaped the Wichita community.

Many things quickly changed due to COVID-19, limiting the physical presence we would be able to have with students, staff and community. However, our solid social media presence gave us the platform we needed to help celebrate our legacy. We created Flashback Friday posts, with a consistent frame used on the accompanying photos, to help share our district's story through the lens of our designated themes. Transformation Tuesday video posts, shared the third Tuesday of each month, demonstrated the progress Wichita Public Schools has made over the years. These two tactics within the campaign enabled us to provide our students, staff and community with images and information regarding our proud history.



To align with our Strategic Plan, we made sure to incorporate our Strategic Themes in the 150<sup>th</sup> thematic summary, along with key departments and programs across the district to display the many pieces that make up Wichita Public Schools. We collaborated with those key departments to generate content related to themes, as well as sourced material from a summary of our history as recorded in the book *Our Common School Heritage: A History of the Wichita Public Schools* by Sondra Van Meter.

Over six months, WPS has shared 22 Flashback Friday posts. These have reached a collective audience of more than 100,000 individuals, gained 1,609 likes and been shared 191 times. Our Transformation Tuesday posts have reached a collective audience of more than 14,500 individuals, gained 38 likes, been shared 4 times and were viewed 320 times.

This campaign can be viewed at <https://www.facebook.com/wichitapublicschools>.


## 150<sup>TH</sup> THEMATIC SUMMARY

Month	Theme
October	Fine Arts
November	Innovating in Education
December	Leading Schools and Community
January	Promoting Athletics
February	Creating Future Ready Students
March	Serving the Community
April	Collaborating with Families and Community
May	Celebrating our People
June	Moving Forward Together

# EXAMPLE 150<sup>TH</sup> SOCIAL POSTS

**Wichita Public Schools**  
Published by Maria Loving · January 8 ·

This [#FlashbackFriday](#) honors Coach Lafayette Norwood who passed away earlier this week. Coach Norwood graduated from East High School and went on to become the first African American coach for Wichita Public Schools at Heights High School. There he led the 1977 Falcons to the State Championship marking them down as the best high school team in Kansas history. His career then took him to Lawrence, KS, where he was the assistant coach for four seasons to another very successful, tournament winning team.




7,310 People Reached      348 Engagements      [Boost Post](#)

40      9 Shares

Like      Comment      Share

**Wichita Public Schools**  
Published by Maria Loving · October 20, 2020 ·

This month's Transformation Tuesday video is a snapshot of our fine arts department from then to now!



5,782 People Reached      130 Engagements      [Boost Post](#)


10      2 Shares

Like      Comment      Share

Comment as Wichita Public Schools

**Wichita Public Schools**  
Published by Maria Loving · February 26 ·

This week's [#FlashbackFriday](#) focuses on [Wichita High School East's International Baccalaureate Program](#). The IB program was introduced at East High in 1990 and graduated its first diploma class in 1991, making it the only school in south central Kansas to offer the program until Hutchinson joined in 2004. The IB program is a comprehensive and rigorous college-preparatory program that is highly regarded by higher education institutions around the world. Over the last 30 years, this program has given students the opportunity to apply for extensive scholarships and grants while also giving them a step up when applying for college. Last year, IB graduates were accepted by 67 colleges across the nation!



8,389 People Reached      736 Engagements      [Boost Post](#)

98      10 Comments 10 Shares