

## SITUATION ANALYSIS

Pittsford Central School District (PCSD) closed its school buildings for in-person learning in March 2020. Distance learning continued for the rest of the 2019-20 school year. Over the summer, PCSD administrators and staff members planned and prepared remote, in-person and hybrid learning models for the 2020-21 school year. PCSD sought to create a student-centered social media campaign to welcome back students and staff members after being away from school buildings since March, relieve anxiety and create excitement leading up to the start of this unique school year.

## PLANNING/CONTENT

### Objective

- To create a student-centered social media campaign in order to generate enthusiasm among PCSD families, students and staff members about the 2020-21 school year leading up to the first day of school on September 8.

### Target Audiences

- PCSD families and staff members.

### Key Messages

- PCSD looks forward to kicking off the 2020-21 school year and welcoming students back, remotely and in person.
- PCSD's incredible students have shared why they are excited for the new school year and what they love most about their teachers and school.

### Budget

- Communication was electronic so \$0 dollars spent outside of normal Communication Office operating budget.

## EXECUTION

**Strategy 1:** Use PCSD's Facebook and Twitter to share a call for student-generated videos that will be used to kick off the 2020-21 school year.

- From August 17-24, 2020, invite students to create and share 15-30 second video clips to be used on PCSD's Facebook and Twitter and during PCSD's 2020 Staff Opening Day.
- Ask students to share about one of the following topics in their videos: Why they are excited for the 2020-21 school year to begin, why they are looking forward to interacting (remotely or in person) with their teachers and fellow students, what they love most about school or what they love most about their teachers.

**Strategy 2:** Use student-generated videos to create a Welcome Back video that can be shared with staff members during the remote 2020 PCSD Staff Opening Day on August 31, 2020.

- At the remote event, staff will hear video messages from the Superintendent, Board of Education President and Pittsford District Teachers Association President. At the end of the event, close with the "Welcome Back from Students 2020" video filled with joyful student videos.
- Post the Welcome Back video on the PCSD YouTube channel so PCSD families can also view it.

**Strategy 3:** Post student-generated video submissions in order to share the back-to-school excitement with PCSD families and staff members leading up to the start of the school year.

- Post each of the joyful, excitement-filled video submissions on the PCSD Facebook page from August 31-September 8, 2020. Share links to the Facebook videos on PCSD's Twitter.
- Create a Facebook Video Playlist called "2020 Opening Day Student Videos" and use #PittsfordPride so that the public can access all student-generated video submissions together in one location.

**URLs:** <https://twitter.com/pcsdschools>; <https://www.facebook.com/PittsfordCentralSchoolDistrict/>;  
<https://youtu.be/tsh06F6JbO8>

## OUTCOMES

### Results met objective.

- The call for student videos was posted six times on Facebook and 21 times on Twitter. The posts produced 34 student-generated videos submissions in which students shared their excitement for the new school year.
- The 34 Opening Day student-generated videos posted on PCSD's Facebook received a total of 12,904 views and 593 reactions, an average of 380 views and 17 reactions per video.
- The "Welcome Back from Students 2020" video shared during PCSD's 2020 Staff Opening Day was viewed by more than 1,000 staff members and received 514 community views on PCSD's YouTube.