

### SITUATION ANALYSIS

When COVID-19 ended in-person school for the remainder of the 2019-20 school year, it also eliminated the in-person activities and events that enhance school life and offer essential opportunities for social interactions. In an effort to provide experiences that would bring our community together remotely while socially distancing physically, the Pittsford Central School District (PCSD) Communication Office implemented three online live Facebook events – Virtual Student Art Show on April 1, Virtual Lip Sync Fun on April 15, and Virtual Family Field Days on June 11.

### PLANNING/CONTENT

**Objective:** To promote student participation in and virtual community attendance at the three Virtual Community Events planned on the District's Facebook page.

#### Target Audiences

- PCSD students, families, and staff

#### Key Messages

- While we are unable to gather in person, these virtual events provide a way to have fun and interact with fellow students, staff and family members virtually.
- Instructions on how to participate
  - **Student Art Show:** Share or create a new piece of art that you can upload an image of to Facebook comments during the live virtual event on April 1 at 7 p.m.
  - **Lip Sync Fun:** Record a short video lip-syncing to your favorite song, save it as an MP4, and upload it to Facebook comments during the live virtual event on April 15 at 7 p.m.
  - **Family Field Days:** Students and families are invited to participate in Family Field Day activities from June 1-11, and then post photos from those activities during the live virtual Facebook event on June 11 at 7 p.m. All you need are common household items like socks you can roll into balls, laundry baskets, spoons and a whole lot of enthusiasm mixed with friendly competition for some seriously silly fun.
- Your photos and videos will be shared during the live virtual events and afterwards via social media.
- Be creative, have fun, remember to abide by the PCSD code of conduct for content, and join us for the live virtual events on Facebook (7 p.m. on April 1, April 15 and June 11).

**Budget** – Communication was electronic so \$0 dollars spent from Communication Office budget.

### EXECUTION

**Strategy:** Create awareness and encourage participation in the Virtual Community Events using social media.

- Tweets were posted 1-2 times daily in the weeks leading up to the events with a reminder tweet to go to the District's Facebook page when the events went live.
- Facebook reminders were scheduled to post 1x/day in the two weeks leading up to the events with two posts on the day of the event.
- When the events went live on Facebook, participants could post their images and videos to comments, and viewers could show their support by reacting or commenting in support of those posts.
- After the events, photo albums were posted to Facebook cataloguing all the wonderful artwork and activities students shared during these virtual events.

**URLs:** <https://twitter.com/pcsdschools>; <https://www.facebook.com/PittsfordCentralSchoolDistrict/>,  
Virtual Art Gallery: <https://tinyurl.com/ykdwssjr>; Family Field Days Album: <https://tinyurl.com/44fhdnnn>

### ASSESSMENT/RESULTS

**Results met objective:**

- **Live Event Participation: Art Show** – Students shared 212 images of artwork, resulting in 1,699 engagements, 880 comments and 81 positive reactions during the live event; **Lip Sync** - 24 lip sync videos were shared with 989 engagements, 144 comments and 26 positive reactions during the live event; **Family Field Days** – Students shared 50 photos of their activities, resulting in 359 engagements, 58 comments & 10 positive reactions.
- **Combined Facebook Results (includes pre-event posts, live events and Facebook albums):**  
**27,444 people reached; 5,669 engagements; 423 likes; 75 shares; 1,092 comments.**
- **Combined Twitter Results: 76 likes; 39 shares.**