

Oneida-Herkimer-Madison BOCES
School Communications

Category: Social Media - BOCES Thank You Campaign

Facebook: <https://www.facebook.com/ohmboces1>

Twitter: <https://twitter.com/OHMBOCES>

Instagram: <http://instagram.com/ohmboces>

How and why the social media is being used:

The OHM BOCES Facebook, Twitter and Instagram accounts were created with the intention of providing an additional medium to celebrate and support the BOCES' programs, students and staff members, as well as share important news and communicate event information.

The OHM BOCES Facebook page features reminders for upcoming events, photos from activities, links to website content, shared links to recent media coverage and breaking news. All posts focus on stories, photos and events that exemplify the BOCES' mission that "we are collaborators, working together and partnering with leaders in education, business, industry, government and the local community to promote inclusive educational and career opportunities and equitable access in order to prepare all of our learners for the dynamic world of today and tomorrow."

During the COVID-19 pandemic, the OHM BOCES Food Service program received donations of food and supplies from several local and national restaurants and businesses. The Thank You Campaign was implemented to thank these restaurants and businesses for their generous donations during a difficult time.

Outcomes achieved:

The outcomes achieved by the campaign were two-fold – we raised public awareness of the donations received by the OHM BOCES Food Service program while providing some free word-of-mouth publicity for the restaurants and businesses. Additionally, the campaign raised public awareness that the OHM BOCES Food Service program was still feeding children, even while school buildings were closed.

Of our three social media accounts, our Facebook page has the largest and most active following. The OHM BOCES Facebook page currently has 1,161 followers and the top performing post from the campaign reached 3,032 people.