Welcome Back to School Facebook Live

Audience:
Elementary school parents/guardians, students in Reynolds School District, community members.

Purpose:
In a simple, effective way, showcase each elementary school’s attributes to new and returning students. In many cases, students have “attended” a school without actually being in the school’s physical location due to COVID restrictions. So, at the beginning of the 2021-22 school year, we set out to help parents and students feel comfortable returning to school.

Method of Delivery:
Facebook Live. At each elementary school, we conducted a Facebook Live event where the principal would introduce the school - drop-off/pick-up locations, where the buses drop off the students, the front office, classrooms, and other attributes of the school.

- Over 11,000 people were reached in total
- Approximately 3,000 people watched the majority of at least one of the videos
- The videos were shared 27 times
- 104 comments were posted
- Woodland Elementary reached the most people at 1,575 reached, and Wilkes Elementary had the most engagements with 555 engagements!