**#54Staff Spotlight Social Media Campaign**

*Terri McHugh – Schaumburg School District 54*

In Schaumburg School District 54 one of the key focus areas in our Strategic Plan is the recruitment, development and engagement of the exceptional employees. We know it’s important to highlight our exceptional employees and celebrate them both to retain existing employees and to create a culture that will attract other qualified candidates. Throughout this pandemic, we have had dedicated employees continue to show up each day and give their best selves to the children we serve, their families and each other.

We launched the #54StaffSpotlight social media campaign on Facebook, Instagram, LinkedIn and Twitter to highlight these individuals. Every Friday we select a different employee and tell their story. Having 28 schools and more than 2,000 employees in the district, the #54StaffSpotlight posts also aim to bring the community together and to learn a bit more about those going above and beyond.

We also use the #54StaffSpotlight to highlight diversity in our school district and celebrate special events such as Hispanic Heritage Month or School Social Worker Week.

Our audiences vary depending on the social media platform. Our employees are actively engaged on Twitter, our community on Facebook or Instagram, and our future employees on LinkedIn. Normally we tailor our messages for the various social media platforms, but with this campaign we felt it was important that all audiences understand our commitment and gratitude toward our employees. The #54StaffSpotlight posts have some of the highest engagement across social media channels.

For example, #54StaffSpotlight tweets have been the top tweet or the top media tweet each month this school year, with the highest engagement being 4,806 impressions on a #54StaffSpotlight about a paraprofessional in December. The engagement is even higher on Facebook, where we are able to post the full story about the staff member being spotlighted, as the three examples submitted below illustrate.

**Vance Kauffold, part-time support staff at the District Office**

5,455 reach and 1,033 engagements

**Kara Morgan, library media/STEM teacher at Fox School**

6,006 reach and 932 engagements

**Dr. Elizabeth Perez, psychologist at Aldrin School**

4,694 reach and 635 engagements

The posts build on our commitment to creating a positive culture in the workplace. The individual chosen always expresses gratitude for having been selected. The principal nominating the individual is excited that I selected their staff member and their school to highlight. The students working with the staff member often break into a round of applause for their teacher or support staff when I tell them why I am visiting. And the community embraces this campaign through positive comments, likes and shares on social media.