Please summarize your purpose & goal for creating this piece:
The goal of these social media posts was to showcase the many reasons George Washington Carver Academy is so unique through two short videos along with five student/staff features through our new #WaterlooProud campaign.

Target Audience(s): Internal and external customers including: staff, students, community, parents/guardians and alumni.

Describe your approach to this project:
We had a unique situation with Carver because our videographer left the district leaving us with just our photos and quotes to carry the #WaterlooProud campaign. It made the task a little more difficult, but I learned so much more about the buildings and the pure joy teachers and students have for their schools. These photos/quotes were a part of the #WaterlooProud campaign that was started this year in early October. The goal of the campaign was to create equity throughout all 19 buildings as they didn’t always get equal representation in the past. This required our Communications Director to reach out to principals, then our secretary reached out with reminders 2-3 weeks in advance, and I would follow up the week before to discuss ideas, schedule photos, and discuss interview ideas. Then, the week of the shows, I would visit 2-3 times a week to capture video (when we had a videographer), broll and photos/interviews of a few selected students and staff who have either overcome obstacles, really show their schools pride or just have a great story to tell. After all interviews were conducted, I would edit photos, sort through interviews to find the heart of each person’s story, select the best quote to go over their photo and schedule the posts for the following week.

Due to no videographer, I added an extra post where photos of the building, smiling students and a short write-up of the building was posted to kick off Carver #WaterlooProud week. This post alone received over 13,000 people reached on Facebook!

Carver was very unique as it is a middle school with students who don’t like to be photographed. I was able to find some good kids that really had ties to the school and felt strongly about the support the school provides. Students were able to participate in the design and creation of the vibrant mural in the commons area at the school this year. The pride and joy in the student’s voice was evident as I interviewed them. Each student wanted their photo in front of their section of the mural.

Social media is one of the best ways for us to engage our community in good news communication. We’ve found Facebook is our highest viewed social media outlet with parents, grandparents and even some students following our District page. Our Twitter following is beginning to quickly grow with our community members, students, and other businesses. We’re just starting to spread out to LinkedIn and our Instagram account is new but growing followers daily.

How did you evaluate the success of this entry, and what were the metrics/feedback you gathered (or results)?
The photos and quotes were posted on our internal staff e-newsletter, District Facebook page, Instagram account, and district Twitter account.

Parents, students and staff loved the photos taken during my #WaterlooProud feature week. We track this from the number of hits on social media. Here are the analytics from the George Washington Carver #WaterlooProud social media posts: The most people reached on Facebook for Carver #WaterlooProud was 13,731 with over 1,000 engagements and 30+ shares with the least amount reached being over 1,000. Twitter ranged anywhere from 200 – over 2,000 impressions and 100% of followers liked each post on Instagram.