Category: Social Media
School District: Carmel Central School District
Facebook: facebook.com/Carmelschools;
Instagram: @carmel_schools
Audience: Parents, Community Members & Students

Summary: Since March 2021, Carmel Central School District had put significant effort into growing the district’s existing Facebook and Instagram presence and better using the two platforms to engage with the local community.

Facebook
• 11.94% growth in “likes”, March 2021 – February 2022
• 14.4% growth in page followers, March 2021 – February 2022
• 287 posts, March 2021 – February 2022
The district’s Facebook page has historically had the most followers of all the social media channels. The strategy for the Facebook page was to increase the frequency of posting to stay relevant and in followers’ new feeds, strategically tagging associated accounts in posts as appropriate, and engaging with our followers more. One simple way to make our followers feel seen or heard on our Facebook page was simply liking followers’ comments on our posts.

Instagram
• 37.80% growth in followers, March 2021 – February 2022
• 178 posts, March 2021 – February 2022 (compared to 38 posts during the period of March 2020 – February 2021)
The district’s Instagram account was very underutilized prior to March 2021 and the content did not seem to reflect the interests of the audience members on that account. Prior content was heavily throwback photos of staff members and images of letters sent to the community, all of which got little engagement. The district changed tactics in 2021 and began focusing more on images of students, classes, and things happening in the district. A significant effort has also been put into sharing posts from other district-affiliated accounts to Instagram stories to highlight additional district content with our audience. Overall, parents and staff have enjoyed seeing their students and classes featured, and the students have enjoyed seeing themselves and/or their peers featured. In the wake of a difficult year due to the pandemic, the content was meant to also be a morale boost for our parents and students.
Social Media Account Reach
March 1, 2021 – February 28, 2022

March 1, 2020 – February 28, 2021 (for comparison)

Posts
December 4, 2021
January 24, 2022

Carmel Central Schools
Published by HandsOn! January 24

It was a typical Monday morning for Kent Elementary School 6th-grade student Gianna Castello.

Gianna was chosen as one of the school’s weekly Carmel FC good behavior winners for last week, an honor that comes with a prize – typically a pencil and a sticker. After hearing her name announced, Gianna headed to Principal Kathryn’s office to collect her prize, but found her classmates and teachers lining the hallways cheering her on.

The prize awaiting her in the ... See more

December 4, 2021

December 3, 2021

Carmel Central Schools
Published by HandsOn! December 3, 2021

The Carmel Rams football team is OFFICIALLY on its way to Syracuse! 🏈

Thank you to Carmel Fire Dept. NY, Lake Carmel Fire Dept., Kent Fire Department, Patterson Fire Dept. No. 1, Inc. and our local police departments for providing a celebratory escort of our team’s bus from Carmel High School to I-64 on their way to the State Championship. What a spectacular send-off for our team! 🎉

The Rams are the first Putnam County team in history to make it to the championship game and... See more