

Social Media - Valhalla Senior Sports Spotlights

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When schools shuttered in March 2020 due to the COVID-19 pandemic, the Spring 2020 athletics season was canceled. The 12th-grade athletes were devastated as they often rely on that season to catch a recruiter's eye or earn scholarships. It was disheartening to see some student-athletes cry over losing their most-anticipated season.

To make our student-athletes feel valued, I created a Senior Sports Spotlight campaign with Valhalla's Athletic Director. I shared a Q&A with the seniors, which allowed their words to be highlighted. I then developed graphics for every senior, honoring their skills and commitment to their teams. We released the graphics on social media for several consecutive weeks – all at 6 p.m.

Parents, community stakeholders, alumni and even rival athletes from other schools cheered on our Vikings, leaving likes, loves, comments and retweets. The graphics were so well received by the community that we continued our Senior Sports Spotlight campaign for the Fall 2020 and Winter 2021 seasons, which were semi-run. Our community rallied behind the students and recognized their incredible efforts.

The love exuded from our community members on Facebook, Twitter, our websites and SportsYou page, offering the 12th-grade student-athletes an opportunity to see how valued they are as people – not just as athletes.