Social media from Chesterfield County Public Schools (Virginia)

Reasons to be thankful

This campaign ran across three social media platforms but the focus of this award submission are the posts on Facebook because all of the thankfulness posts have been collected into one album for easy viewing: https://www.facebook.com/media/set/?set=a.10159487285724291&type=3.

Here are links to three specific posts, which are also uploaded separately in the supplemental materials section of the award submission form:

- Thankful1: https://www.facebook.com/chesterfieldschools/photos/a.10159487285724291/10159492696739291
- Thankful2: https://www.facebook.com/chesterfieldschools/photos/a.10159487285724291/10159494717829291
- Thankful3: https://www.facebook.com/chesterfieldschools/photos/a.10159487285724291/10159503308249291

This social media campaign included daily posts during the week of Thanksgiving (Nov. 20-29, 2021). The week offered an opportunity to express thankfulness and to encourage stakeholders to express thankfulness. Social media was chosen for its immediacy and in an attempt to disrupt or at least counterbalance negative comments made on social media (mostly about masking in schools).

Each post included either a photo of Chesterfield County Public Schools students or employees or artwork created by Chesterfield County Public Schools students. Each post included our usual hashtag of #oneCCPS plus two other hashtags: #grateful and #Thanksgiving. The campaign was pulled together visually by using an abstract wave graphic along one edge of each post, with the wave graphic changing color from yellow to green to blue to red.

Response to this campaign was positive, with each post receiving multiple likes and nine of the 10 posts receiving comments or shares or both. The Nov. 21 post about bus drivers (linked above as Thankful2) received the most response: 331 likes/loves, 100 comments and four shares.

Chesterfield County Public Schools was pleased with the results and plans to make Reasons to be thankful an annual campaign.