NSPRA Social Media Entry
North East Independent School District
San Antonio, Texas

Contents:
Campaign Overview
Sample Posts
Media Coverage
Overall Analytics
#NEISDcares Social Media Campaign Overview

When life as we knew it came to a stop because of COVID-19 the North East ISD Communications Department knew that our social media needed to pivot. The community was scared, nervous and without many answers. Parents, students, teachers and community members needed to know that NEISD was there for them. Out of this came the social media campaign #NEISDcares.

North East ISD's #NEISDcares social media campaign was also intended to provide timely and transparent communication during a time of so much misinformation. In addition, we highlighted the amazing efforts around the District with the goal of showing the community that no matter what, we were all in this together and that #NEISDcares!

The #NEISDcares social media campaign ran from April 2020 to May 2021.

Campaign Results:
- NEISD's Facebook page had 1.3 million total engagements, 14 million total impressions and 1.05 million total video views.
- NEISD's Facebook page had the highest public engagement averages of any public school district in Texas with a 266,156 average public engagement rate.
- NEISD's Facebook page had a growth rate of 13.88%, which put us in the top three public school districts in Texas.
- Produced a Facebook Live Question and Answer with Superintendent of Schools Dr. Sean Maika. The video received a 41.8% engagement rate, making it the second-highest of all NEISD posts during the campaign.
- NEISD provided approximately 1,905 answers or responses to comments made by the public on the NEISD Facebook page.
- The local media aired dozens of #NEISDcares stories that were first published on our Facebook, Instagram and Twitter channels. This expanded our reach from the NEISD social media channels to television viewers in Bexar County.
- Thanks in part to publicizing the District's efforts, the Alamo Area Council of Governments (AACOG) recognized North East ISD's extraordinary efforts with a COVID-19 Response and Recovery award.
- Received praise from the global company Nivea who then shared an #NEISDcares post.
- The campaign became so popular in the District that the community submitted all kinds of stories for the campaign—growing beyond the topic of COVID-19.

Sample Posts:
- [https://bit.ly/3trDp4g](https://bit.ly/3trDp4g)
NEISDcares – Reagan sophomore Maya Castañeda is ready for the upcoming school year, and thanks to her efforts, North East ISD special education teachers are too.
Castañeda spent five weeks of her summer sewing 100 clear view masks and then donated them to the District.... See more

NEISDcares – North East ISD bus driver Morris Lim shows how much NEISDcares during his bus route every day since he was hired back in 2015. That said, a Bulverde Creek Elementary School parent wants everyone to know his caring goes far beyond his route.
"My Down syndrome son George, has the most amazing bus driver, Mr. Morris. He drives bus 351. He's a very special person. He calls George every morning when leaving the bus depot for a morning wake up call. He calls, facetimes with George when he's sick at home, in the hospital, or on summer break. This fall, he went to George's little league games. Thank you in advance for considering a little shout out for the very special Mr. Morris."#BulverdeBulldog
We want to thank Mr. Lim and all our NEISD bus drivers who continually go above and beyond for their students.
Thank you to George’s parents for providing this adorable photo of George and Mr. Lim at George’s little league game.
Big or small, everyone has a story to tell. To share your NEISDcares story with us, visit neisd.net/feedback or email news@neisd.net

North East ISD served 12,605 meals! This total includes giving two meals for Saturday and two meals for Sunday. Thank you to the dedicated employees with NEISD School Nutrition Services and all others who helped feed people during these challenging times!

Meeting students where they are is the goal in John Tamez’s Culinary Arts at MacArthur High School.
"It’s just like cooking channel or PBS," explained Tamez. "This gives the students a break from the book work they are doing online."
Over the past few weeks, Tamez has worked with North East ISD’s Media department to turn his kitchen classroom into a full-blown production kitchen. Among the pots and pans and stoves and food warmers, he has a few new tools. He’s added lights, c... See more
**Story Post Samples**

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**NEISDCares -- Churchill student helps other COVID-19 survivors**

There are few words more worrisome right now than, “You are positive for COVID-19.” That is, of course, unless those words are spoken to your father, then it’s downright scary.

That was the reality for Churchill High School senior, Abby Diamond. Back in April, her father tested positive. He went to the hospital, she and the rest of her family went into quarantine. The disease took a terrible hold of him and he was... See more

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**NEISDCares -- Because familiar faces are important during unfamiliar times.**

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**NEISDCares -- Olmos teacher repeatedly saves the day for parents**

"In all my years, I have never had a teacher who cares so much, gives so much and refuses to accept anything less than the best for her students," said Befa LaVern Garcia, a very appreciative mother.

Morgan Nussdorfer doesn’t know how to settle for less. It’s simply not an option for her or her first-grade students at Olmos Elementary School. Garcia can give many examples of how Nussdorfer has given extra time to help her daughter, Aurora.

"Mrs. Nussdorfer has gone above and beyond with our child Aurora,” said Garcia. “She has bent over backwards, trying to find ways to make sure Aurora is successful. She messaged her every other day, regarding our daughter’s struggles. She called us within 10 minutes and had a lengthy discussion and let us know the steps she would take to try and find answers and solutions. She called us back before 9 a.m. with a solid plan of action! When we were feeling defeated, she took the time to make sure we knew she was taking care of it all!”

Olmos prides itself on the service and care it shows its community. Service can come in many forms, through big or small gestures. Nussdorfer is known for going the extra mile, whether it’s simply returning a parent’s phone call or making an extra stop at a lemonade stand.

"This same teacher got up early on a Saturday morning to stop by my daughter’s lemonade stand," said Garcia. "She has had to test, so real-time while also teaching virtually. Seriously, she’s a rock star! I’m so grateful for her, so grateful for you all at Olmos, and am so proud to be an Olmos Owl!"

Thank you, Mrs. Nussdorfer, for showing how NEISDCares. Big or small, everyone has a story to tell. To share your #NEISDCares story with us, visit neisd.net/letyourstory

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**NEISDCares**

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**NEISDCares -- Camelot Elementary School fifth grader Za’Miah Adame lost her life to cancer just one day before her fifth-grade graduation.**

“We will always remember her as a brave knight who went into battle and never gave up,” said Camelot Principal Wilma Payne... See more
Informational Post Samples

**North East Independent School District - NEISD**

**July 20, 2020**

#NEISDcares -- Stay connected with NEISD via text, phone and email. Not getting calls or texts from NEISD? If you’re unknowingly ‘blocked’ messages in your smartphone, you can unblock your number by doing the following:

- To unlock your phone from voice messages: Call (855)-502-STOP from the phone that is blocked. You will be asked to press “2” to unblock your number.
- To unlock your phone from text messages: Text “STOP” to 60600 from the phone that is opted out from non-emergency messages.
- Text “START” to 60600 from the phone that is opted out from emergency messages.

*Please note it will take a few minutes to get a reply.* If you are not receiving email messages from NEISD, please contact news@neisd.net for assistance.

**North East Independent School District - NEISD**

**July 21, 2020**

#NEISDcares -- As NEISD continues to review feedback from our community, we know there are concerns regarding virtual learning and parents’ schedules. So, we have adjusted our learning plan to provide more flexibility for families. While NEISD recommends that all students engage in live, daily interactions with teachers using the *synchronous* format, we realize that you may have extenuating circumstances that make that impossible right now.

During the times when NEISD campuses... See more

**North East Independent School District - NEISD**

**July 17, 2020**

#NEISDcares -- North East ISD is committed to providing high-quality instruction to all students in a virtual format. While we recognize that this may be a challenging year, we are embracing the opportunity to expand and maximize learning for all students. Based on your survey feedback from the spring semester, we have made numerous adjustments to meet the needs of all of our students.

As you know, we will offer virtual instruction for the first three weeks of the 2020-2021... See more

**North East ISD**

**BACK-TO-SCHOOL VIRTUAL LEARNING PLANS**

**North East Independent School District - NEISD**

**September 4, 2020**

#NEISDcares -- We’re in this together. Let’s do our part this weekend to keep the community safe!

**North East Independent School District - NEISD**

**September 5, 2020**

#NEISDcares -- It’s Labor Day weekend! Make good choices and stay open.

**North East Independent School District - NEISD**

**September 6, 2020**

#NEISDcares -- Let’s keep our community healthy and safe during Labor Day weekend!

**North East Independent School District - NEISD**

**September 7, 2020**

#NEISDcares -- We’re in this together. Let’s keep our community healthy and safe!... See more
#NEISDcares -- NEISD student, future engineer invents unique sanitizing stations for school
https://www.facebook.com/watch/?v=687062905267301

#NEISDcares -- Health and safety protocols make big impact in NEISD schools
https://www.facebook.com/watch/?v=667092393978161

#NEISDcares -- October is Down Syndrome Awareness Month
https://www.facebook.com/watch/?v=795114621268531

#NEISDcares -- LEE HS cafeteria manager receives life-changing gift
https://www.facebook.com/watch/?v=105246035185366

#NEISDcares -- Heartbreaking loss fuels Reagan's playoff run
https://www.facebook.com/watch/?v=1206332206494436

#NEISDcares
During this event and in the 24 hours that followed, we answered all questions that had been submitted in the comment section.

The video received a 41.8% engagement rate, making it the second highest of all NEISD posts during the campaign.
Media Coverage Samples


https://www.kens5.com/article/news/education/neisd-now-offering-free-coronavirus-testing-for-students-and-employees/273-743c7eb7-33a3-40e9-9ef5-48f811c5ad5b


Video Link: Alamo Area Council of Governments 2020 Regional Awards Presentation
Overall Analytics (Sprout Social)

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#NEISDcares