



Social Media Entry Summary Sheet Staff Spotlight

Each Wednesday, the district highlights a different staff member for a regular feature called the Staff Spotlight. The goal of the Staff Spotlight is to introduce families and the community to the hard-working and talented staff members working in Clover Park School District and celebrate their efforts. Each post consists of a short profile and photo of the chosen staff member.

In addition to sharing with the community, the Staff Spotlight is shared in our weekly staff newsletter as a way to honor and celebrate our great staff here in the district. Features include a range of certificated and classified staff members from every school and department.

Communication Goals

- Introduce families and community members to some of the excellent educators and staff members who help our students learn and succeed in the classroom.
- Increase engagement and general support of the district and its staff members.

Strategies

- Share content on social media and with local media that tells our district's stories and the diverse backgrounds of our staff members.
- Share positive stories about our staff members with other employees to give them a chance to celebrate their colleagues.

In addition to sharing each Staff Spotlight profile on social media, the content is included in the district's weekly staff newsletter and shared with local media.

Evaluation

Key elements of communication and engagement included:

- Staff Spotlight posts reached an average of 2,303 Facebook users and received an average of 136 engagements so far during the 2020-21 school year.
- Shared with 1,664 staff members in our weekly staff newsletter which has an open rate of more than 43% and a click through rate of more than 13.5% so far during the 2020-21 school year.
- Each feature is posted to a local online community bulletin board/newspaper called The Suburban Times that is sent out electronically every day to more than 30,000 users.
- We have gained 542 followers on Facebook and 87 followers on Instagram since the beginning of the 2020-21 school year in part due to our Staff Spotlight campaign.

Post Links

- Post #1: <https://bit.ly/3cL4Ttv>
- Post #2: <https://bit.ly/31JLzqi>
- Post #3: <https://bit.ly/3fGQLDI>