The Panama-Buena Vista Union School District’s mission is to partner with parents and our community, committing to a high achieving, balanced academic program for all students. Our pillars of excellence, which guide our organization, include student achievement, diverse learning environment, wellness and equity for all, family and community partnerships, and fiscal responsibility. We strive to make each social media post engaging, while also hitting on at least one of these pillars.

**Student Achievement:** We regularly share posts about student's performing in music classes, being awarded for academic competitions, and community service.

**Diverse Environment:** We used social media to highlight our Hispanic employees during Hispanic Heritage Month. In addition, custom graphics were made for each employee sharing what the month means to them, what their heritage is, who their role model is, and their favorite family dish. The family dish question was included after one of our Hispanic staff members mentioned how important food is in Hispanic culture and plays a large part in bringing families together and sharing traditions. These graphics were then translated into Spanish to be included in our posts.

**Wellness:** We also post regular wellness tips in collaboration with our school nurses and educational support staff. These tips are not only for students, but for staff and families.

**Family & Community Partnerships:** Our district is in a very socioeconomic and ethnically diverse area of our community. We regularly work with local organizations to better our schools and to welcome our community into our learning environment. We showcase these opportunities and partnerships using social media, which also allows us to connect directly with our community outside of the classroom.

**Fiscal Responsibility:** Whenever we can share numbers, we like to share that we are being as fiscally responsible with the tax dollars we receive and with any donations we acquire. Showing this on social media not only shows the hard work our staff do, but also shows the benefits our children receive through smart money management and partnerships.

*PHOTOS EXAMPLES INCLUDED ON SUBMISSION*