Publications and Digital Media Excellence Awards 2022 - Social Media

Overview
On Tuesday, October 5, 2021, Greenwich Public Schools’ Twitter account held a “Twitter Takeover,” handing over the social media reins to Glenville School’s mascot, Snappy. The concept: our loveable local celebrity alligator is an elementary student at Glenville and we would follow him throughout the school day to give families and the community a behind-the-scenes look of what students do through Snappy’s eyes and promote education, fun, and school safety.

Prior to the Twitter takeover, the District teased the community in its Friday superintendent’s letter to parents and on social media. On the morning of the takeover, the District’s Twitter profile was changed to reflect Snappy’s social media prowess. Throughout the day, Snappy tweeted 16 times at different school locations, including classrooms, the cafeteria, the playground, and the nurse’s and principal’s offices.

Conclusion
Snappy’s Twitter Takeover received great feedback from the District’s community, with wonderful social media interactions and prominent local media coverage on the front page of Hearst Media’s Greenwich Time and online with the Greenwich Patch.
Select Examples of Twitter Posts

Greenwich Public Schools
@GPSDistrict

Tomorrow is going to be a snappy day on GPS Twitter.
@GlenvilleSchool

Greenwich Public Schools for Gators
@GPSDistrict

Good morning GPS. Surprise! The District has let me take over its Twitter account today! You didn’t know alligators could Tweet, did you? #SnappyTakeOver

Greenwich Public Schools for Gators
@GPSDistrict

Ms. Fazio’s PE class is awesome for getting my alligator muscles loose. You thought only chipmunks wanted a hula hoop? #SnappyTakeOver @GlenvilleSchool

Greenwich Public Schools for Gators
@GPSDistrict

It turns out sneakers and socks are required in PE class. Oops! I’m not that snappy of a dresser. #SnappyTakeOver

@GlenvilleSchool
Did you know Saturday was National Custodian Day? But everyday is Custodian Day with Mr. Alarcon at Glenville! #SnappyTakeOver @GlenvilleSchool

I figured out why my teachers aren’t calling on me. My alligator arms seem to be hard to spot from back here! #SnappyTakeOver

Food Service Worker Ms. Casuto is an awesome lunchroom lady. It’s not easy to feed a growing alligator. #SnappyTakeOver @GlenvilleSchool

Recess at Glenville is awesome. The slide is my favorite part of the playground. #SnappyTakeOver @GlenvilleSchool
Ms. Lindell’s music class is one of my favorites - our ensemble makes beautiful music together! #SnappyTakeOver

@GlenvilleSchool

Tweeting can be exhausting. But don’t worry, I’m fine. Nurse Conellas in the health office takes great care of us. #SnappyTakeOver

@GlenvilleSchool

Reading my favorite book “Snappsy The Alligator” by @JulieFalatto in the @GlenvilleSchool media center. She really gets me. #SnappyTakeOver

@GlenvilleSchool

Not only did I learn a lot, but I had fun too. Time for me to put my phone down and start my homework! See ya’ later, alligator! #SnappyTakeOver

@GlenvilleSchool