North Salem Central School District launched its first Facebook and Instagram accounts in September 2021 in response to parent appeals for increased communication. In this short time has built up an online presence that reflects the close-knit North Salem community. The audience has quickly grown to include parents, students, faculty, and local businesses, with 80% of the followers living in the immediate area.

The content invites parents into the hallways and classrooms of the schools, showcasing the student experience with articles, photographs, and videos highlighting lessons, special activities, achievements, and student-produced media. This gives the community opportunities to see the district’s mission statement reflected in the exceptional programming. Instagram Reels invite viewers to experience dynamic classroom moments and feel included in student events.

Facebook: https://www.facebook.com/NorthSalemSchoolDistrict
Instagram: https://www.instagram.com/northsalemschools
Post Links:
  • https://www.instagram.com/reel/CUQXl2EpHuA/
  • https://www.instagram.com/reel/CY40b_9acE/
  • https://www.instagram.com/reel/CZSIx9fB-wz/