One-Page Explanation

Due to the impacts of the COVID-19 pandemic, San Juan Unified offered distance learning through the 2020-21 school year. During this time, members of the San Juan Unified community were sharing their thoughts and feelings on learning loss and COVID-19 restrictions on the district’s social media channels. The district was also seeing comments being made that were irrelevant to the topic of the social media post.

In April 2021, San Juan Unified collected feedback from students, families and community members to see how learning loss could be addressed over the summer and the following year. Through extensive research, including surveys and a ThoughtExchange, the communication team learned that our audience wanted more robust summer programs focused on enrichment, increased learning opportunities and support for our students’ social and emotional health.

Throughout the summer, the communication team used videos and photos to highlight as many summer programs as possible to change perception of district-wide efforts and to combat comments that were irrelevant to school policies. The goal was to use the Summer Program Highlights to allow our followers to focus on the programs and efforts the district was making to address learning loss and support our students.

The first Summer Program Highlight video was posted on Facebook, Instagram and YouTube on June 28, 2021. This video received more than 1,000 views throughout the district’s platforms. The campaign continued with a weekly video highlighting a different program for a total of seven weeks and received a total of 9,448 views on social media (6,679 views on Facebook, 1,942 views on Instagram, 794 views on YouTube and 51 views on Twitter).

The team also shared three photo posts to highlight smaller programs at school sites, resulting in 223 likes and 13 comments.

The team conducted a content audit of the comments made on posts in the series to determine how many engagements focused on COVID-19 related issues versus the number discussing the highlighted program. Overall, 63 percent of comments in the campaign were related to the summer programs and positive in nature. One post on June 30 included a high number of negative COVID-19 related comments. Excluding the outlier post in analysis, 93 percent of comments received during the campaign were positive.

In comparison, we audited the 10 posts prior to the start of our campaign on Facebook specifically. We found that out of the 110 comments, 104 (or 95 percent) were irrelevant to the post and instead related to COVID-19 policies.

This content audit shows the value that the Summer Program Highlight series provided in shifting the commentary on social media from being focused on COVID-19 policies, to being focused on the programs and services provided to students.

All seven Summer Program Highlight videos can be viewed at: www.sanjuan.edu/summerprogramhighlight.
NSPRA Publications and Digital Media Excellence Awards
Digital Media: Social Media
Summer Program Highlights

Three Relevant Postings

1. Facebook post from June 30, 2021 highlights the Howe Avenue Summer Camp.

https://www.facebook.com/SanJuanUnified/posts/10158320711823601
2. Facebook post from July 16, 2021 highlights Family Camp.

[Facebook post from San Juan Unified School District]

Summar Program Highlight - Family Camp
This summer, San Juan Unified implemented more robust summer programs focused on enrichment, increas...

See more

4K People reached

42 Reactions, comments, and shares

1.4K 3-Second Video Views Retention curve

View more video details

https://www.facebook.com/SanJuanUnified/videos/233464071800636
3. Facebook post from July 2, 2021 highlights the First Five Summer Camp Academy

San Juan Unified School District
July 2, 2021

This summer, students are getting the opportunity to learn in fun and interactive ways with a number of district-run camps and enrichment programs. This week, our Summer Program Highlight focuses on the First Five Summer Camp Academy. Watch the video below to learn how this academy helps prepare students for kindergarten.

https://www.facebook.com/page/111902408600/search/?q=first%20five