

Social Media: Re-Entry Ready

Central Kitsap School District - Silverdale, WA

This summer, we surveyed families about their primary concerns with returning to school in-person. We also offered a ThoughtExchange after school started. Based on these surveys, email and social media comments, families' top concerns about return to school were face coverings, following public health guidelines and cleaning/disinfecting. Our Reentry Ready social media campaign addressed those concerns as we brought back our first students this January. We developed a set of fliers and animated infographics that referred families to "Re-entry Ready" pages on school sites as well as our in-depth "Remote + In-Person Family Guide." All materials were translated in Spanish, and Tagalog. We used the hashtag #CKReEntryReady.

We tracked pageviews on our websites as well as social media engagement. On Facebook, we posted short animated videos daily to generate consistent daily traffic to our website and school re-entry pages. As a result, we saw a high level of engagement on our post sharing photos of students on their first day back.

Here is a sample of our posts:

<https://www.facebook.com/watch/638145556286811/822017378557778>

<https://drive.google.com/drive/folders/19XnTmmRIXjIGaYjZpvLU1WwB7XegtPu?usp=sharing>