When life as we knew it came to a stop because of COVID-19 the North East ISD Communications Department knew that our social media needed to pivot. The community was scared, nervous and without many answers. Parents, students, teachers and community members needed to know that NEISD was there for them. Out of this came the social media campaign #NEISDcares.

North East ISD's #NEISDcares social media campaign was also intended to provide timely and transparent communication during a time of so much misinformation. In addition, we highlighted the amazing efforts around the District with the goal of showing the community that no matter what, we were all in this together and that #NEISDcares!

The #NEISDcares social media campaign ran from April 2020 to May 2021.

Campaign Results:
- NEISD’s Facebook page had 1.3 million total engagements, 14 million total impressions and 1.05 million total video views.
- NEISD’s Facebook page had the highest public engagement averages of any public school district in Texas with a 266,156 average public engagement rate.
- NEISD’s Facebook page had a growth rate of 13.88%, which put us in the top three public school districts in Texas.
- Produced a Facebook Live Question and Answer with Superintendent of Schools Dr. Sean Maika. The video received a 41.8% engagement rate, making it the second-highest of all NEISD posts during the campaign.
- NEISD provided approximately 1,905 answers or responses to comments made by the public on the NEISD Facebook page.
- The local media aired dozens of #NEISDcares stories that were first published on our Facebook, Instagram and Twitter channels. This expanded our reach from the NEISD social media channels to television viewers in Bexar County.
- Thanks in part to publicizing the District's efforts, the Alamo Area Council of Governments (AACOG) recognized North East ISD's extraordinary efforts with a COVID-19 Response and Recovery award.
- Received praise from the global company Nivea who then shared an #NEISDcares post.
- The campaign became so popular in the District that the community submitted all kinds of stories for the campaign—growing beyond the topic of COVID-19.

Sample Posts:
- [https://bit.ly/3trDp4g](https://bit.ly/3trDp4g)