Mesquite ISD is a public school district in North Texas with approximately 38,000 students, of which 60% are Hispanic. One of the biggest challenges for the district was connecting and engaging with Spanish-speaking parents and community members. Although most social media channels have automatic translation options, this wasn’t always ideal. Some messages did not translate well while information that may appear on graphics does not translate at all. Mesquite had a clear objective to inform, engage and connect with the Spanish-speaking social media community.

On July 26, 2021, with the addition of a Bilingual Communications Coordinator, Mesquite ISD created Mesquite ISD en Español, a public Facebook group to communicate news, updates and social media content in the Spanish language. Although a group, Mesquite ISD decided to keep the membership open with no restrictions to join to avoid additional barriers to its community. Once the group was launched, members were able to receive district content in Spanish to their feed.

More than 800 members joined within the first month of the group launch date. Growth has remained steady, with an average of 85 new members per month. As of April 3, 2022 Mesquite ISD en Español has grown to over 1,400 members. Although it is a group, only Mesquite ISD page administrators can create and post content to the group. Facebook group algorithms work differently than a traditional page which has led MISD to focus on group interaction, including timely responses to comments to bump posts. This has resulted in greater engagement from members. With different social media campaigns like Perteneces 360, a Q&A look into district programs, Made to Excel, highlighting current student and teacher success stories or Made in Mesquite, highlighting alumni stories, Mesquite ISD en Español has been able to connect with the Spanish-speaking community on a different level.