

School District of Clayton
NSPRA 2021 Social Media Award Submission
Diversity Recruitment Fair

A racially and ethnically diverse teacher workforce provides important benefits to all students in the School District of Clayton. To capitalize on this benefit, our District holds an annual Diversity Recruitment and Networking Fair each January. The goal with this event is to recruit and build a faculty that improves staff diversity in our schools that mirrors our student-body.

Our own experience suggests that students of color who have a teacher of the same race or ethnicity are more likely to have increased test scores and a reduced likelihood of disciplinary issues. Likewise, these students benefit from higher teacher expectations and seeing members of their own race/ethnicity as role models in positions of authority. Knowing this important information, our District turned to social media for a month-long campaign to recruit teachers of color.

The “how” behind the social media: Our District relied on a combination of both organic and paid social media advertising for this campaign. We wanted to reach an audience that met a specific demographic and encourage them to apply for teaching positions within our District. With Facebook and Instagram we were able to successfully allocate our wants for desirable, diverse candidates. By using budgeted pay-per-click advertising, personalized graphics and custom videos we promoted both our efforts and our goals with the Diversity Recruitment and Networking Fair while reaching our intended audience every step of the way.

Twitter was a bit more challenging in the filters we were able to set. Maintaining a reasonably sized target audience that met our specified demographics while staying within a workable budget was not as easy as we thought. With this social platform, our District relied heavily on retweets from current staff, community members and contacts to help us reach educators of color.

The “why” behind the social media: As the digital era of today progresses, social media provides a myriad of options for reaching specific groups of people. Narrowing the applicant pool allowed hiring staff to spend more time focusing on the best applicants and helped us target the candidates most suited to what we were looking for. Using social media for this effort was not only effective in finding ideal candidates but also in increasing the visibility of our brand. By advertising our search for teachers of color on social media, we strengthened our brand as one that:

- Values academic excellence,
- Respects the ability to work with diverse students and teachers; and
- Believes in the success that comes from creating inclusive classrooms.

The outcomes achieved: During this month-long campaign, our social posts exceeded the desirable results. Our daily goals for reach, engagement, views and impressions exceeded what we anticipated considering the campaign:

- Took place over Christmas/Hanukkah/New Year; and
- Was our District’s first time promoting the Diversity Recruitment and Networking Fair.

Additionally, our District filled all interview slots available for the day of the fair and successfully made offers of employment to a number of qualified candidates.

<p>Published: December 23, 2020 (Henderson video) Facebook URL: https://fb.watch/4HdnzhCSgC/ People Reached: 609 Post Clicks: 22 Impressions: 686 Engagements: 33 Shares: 2</p>	<p>Published: December 30, 2020 (Vasilopolous video) Instagram URL Views: 262 Likes: 35 Impressions: 620 Website Clicks: 7 Profile Visits: 12</p>
<p>Published: December 16, 2020 (Eldridge video) Twitter URL Impressions: 2,522 Views: 395 Likes: 12 Retweets: 5 Total Engagements: 93</p>	