Submitted By: Stacia Harris, Director of Communications, stacia.harris@bcsemail.org, 828-350-2261, Buncombe County Schools, 175 Bingham Rd., Asheville, NC 28806

Title: Celebrate BCS Graduates During First Responder Week

Purpose of Entry: The goal and vision of this Facebook campaign was to align our school system with our everyday heroes in the community. We sought to communicate that our graduates go on to pursue a variety of careers. Using our Facebook page, we posted a BCS graduate every day of the week surrounding National First Responder Day (October 28). We shared compelling stories from these graduates who have gone on to pursue careers as paramedics, firefighters, law enforcement, or flight nurses. We are comprised of 6 districts and ensured all of our districts were represented in this project.

Intended Audience: The primary target audience is existing and potential students, parents, potential parents, and community stakeholders.

Impact: The community response to this project was incredible. Our Facebook page at the time had fewer than 20,000 followers. Yet, all of the posts during the week had a combined reach of over 146,000 people. We were proud to highlight the heroes in our community and show a diversity of backgrounds and careers under the umbrella of First Responder.

Posts Linked Below along with Facebook Metrics indicating impact of project.

- Carrie Underwood, Mission Health, MAMA (Mountain Area Medical Airlift) flight nurse-33,164 Impressions 28,609 People Reached; 1,324 Engagements
- Trooper Haley Onderdonk, NC State Highway Patrol- 77,918 Impressions, 73,490 people reached; 2,264 Engagements
- Sgt. Will Fisher, School Resource Officer, Buncombe Co Sheriff’s Office -7,693 Impressions; 7,282 people reached; 287 Engagements
- Officer Colby Fox, Asheville Police Department- 13,822 Impressions; 12,639 People Reached 920 Engagements
- Tre Royall, Paramedic in Training -5,212 Impressions; 5,158 people reached; 118 Engagements
- Jacob Randalls, Enka-Candler Fire- 11,179 Impressions; 9,847 People Reached 494 Impressions; 494 Engagements
- Chief Vince Carter, Reynolds Volunteer Fire Department -10,534 Impressions; 9,397 People Reached, 742 engagements

Community Standards for Social Media

Production Credits: Photos and stories by Stacia Harris. Photo editing by Tim Reaves.