

Increasing Engagement on Facebook

One of the biggest challenges school communications professionals face is getting their message in front of parents, staff and community members. As algorithms change and social media platforms evolve, so must our communication strategies.

The Northwest ISD Facebook page had traditionally been used to share video content and links to district news and updates to drive users to the district website for information.

Last fall, it became clear that many of our stakeholders were not seeing these posts. In November 2020, voters rejected a bond proposition for the first time since the district formed in 1949. In a post-election survey, most respondents said they received “some” information about the bond through social media. In the four months leading up to the election, 25 percent of our posts on Facebook contained information about the election. The information was there, but our stakeholders didn’t see it.

Facebook’s algorithm is designed to show users posts from accounts they interact with -- so we needed to entice our stakeholders to interact with our page so the algorithm would prioritize our posts in their News Feed. We began to vary the types of posts that we shared and evaluated the types that received the highest engagement. Our fans like positive stories, teacher shout-outs and seeing what students are learning in the classroom.

This led to the creation of a weekly “What Did You Learn This Week?” feature highlighting a different campus each week that allows students to share something cool that they’ve learned. In addition, we have begun showcasing positive stories directly on Facebook through photo carousel posts with long descriptions.

Our fans have really responded to these posts. Since January 2021, the number of users who engage daily with our page has increased by 17,411 users compared to the same time last year. Our total page reach has increased by 96,927 in that same time. Our page has earned 925 new likes since January 2021, compared to 297 new likes from October to December 2020. The NISD Facebook Page now has more than 20,000 likes and continues to grow.

Links:

- [Northwest ISD Facebook Page](#)
- [Relevant Post #1](#)
- [Relevant Post #2](#)
- [Relevant Post #3](#)