Every day, the Department of Defense Education Activity (DoDEA) highlights groups and individual students in a feature called #DoDEAinAction. The goal of #DoDEAinAction is to celebrate student achievements and show our families and community the creative and impactful learning experiences that are taking place across DoDEA.

Each post consists of a short description, a photo of the activity and tags the school in the post. #DoDEAinAction provides an opportunity for schools to promote the great lessons, curriculum and extracurriculars available to DoDEA students. We also ask schools to include the hashtag in posts that feature our students and staff demonstrating the goals of our strategic plan.

Communication Goals

- Introduce families and community members to DoDEA schools and what students experience inside and outside of our classrooms every day.
- Increase engagement, general support and DoDEA brand recognition.

Strategies:

- Share content on social media and with local media that tells our district’s stories and the diverse backgrounds and skills of our students.
- In addition to sharing each #PromisingFuturesFriday profile on social media, the content is shared with local media.

Evaluation:

- #DoDEAinAction posts reached an average of 2,227 Facebook users and received an average of 40 engagements so far during the 2021-22 school year.
- The #DoDEAinAction post that received the most engagement had a reach of 10,111 and received 1,904 engagements.
- We have gained 857 followers on Facebook and 333 followers on Instagram since the beginning of the 2021-22 school year in part due to our #DoDEAinAction campaign.
- First Lady, Dr. Jill Biden, contributed to the #DoDEAinAction campaign during a visit to one of the school system’s schools.

Post Examples:

Post 1, Post 2, Post 3, Post 4, Post 5, Post 6