

District 54 NSPRA Awards – Social Media Campaign - Positive Impact Series

<https://fb.watch/4xTQFj21Yj/>

https://fb.watch/4xTSi1hl_j/

<https://fb.watch/4xTTS0rlcg/>

One of our strategic focus areas in Schaumburg School District 54 is the recruitment, development and engagement of exceptional personnel. We know that it's the people in our schools who help us achieve our mission of ensuring the academic success and social emotional well-being of our students. During this year of social distancing, our communications and human resources teams looked for opportunities to support the well-being of our staff, to continue our focus on the principles of positivity and to celebrate our employees.

The Positive Impact social media campaign was born out of a challenge by John O'Leary (author of *On Fire*). During a professional development Zoom session, he asked our staff to name an educator who had a positive impact on us. As we looked through the chat, we realized how many of the educators named were current or former District 54 teachers.

We emailed all District 54 staff members and asked them if they had attended District 54 schools as a child, to name a teacher or staff member who inspired them and tell us why. We received more than 70 responses in the first day alone. We chose five nominations to launch our first Positive Impact Video Series during National Public Schools Week in February.

These five employees were asked to write a letter to those impactful teachers. We recorded the current staff member reading their message on camera. We then invited the impactful teacher to watch the video message and recorded their reactions.

The videos released on Facebook, Twitter and Instagram were a combination of the employee who wrote the letter, and the teacher's reaction. The messages spoke of a gratitude for their teachers and thanked them for being a guiding light into becoming an educator themselves. The goal was to showcase the impact that teachers have on their students, not only in the moment, but decades later. Those five videos alone garnered over 16,000 views and 658 reactions/likes within the first week of being posted. Due to this overwhelming response, we decided to make this an annual series and keep telling these special stories.