Traverse City Area Public Schools

HIGH 5 FRIDAY SOCIAL MEDIA CAMPAIGN

RESEARCH
When classes resumed for the 2021-2022 school year, the Traverse City Area Public Schools (TCAPS) Communications Department wanted to find a way to bolster engagement, and more importantly, positivity on its district social media platforms. Like many districts across the state and throughout the nation, TCAPS has faced opposition, negativity, and frustration on its social media platforms as the district has navigated the COVID-19 pandemic. Despite the department's best attempts to share moments of success and positivity, engagement was declining and what existed, was rarely positive. A solution was needed to encourage consistent, constructive engagement, while also redirecting focus back on the schools, students, and staff.

PLANNING
With this goal in mind, the TCAPS Communications Department developed the “High 5 Friday” campaign, which would highlight five amazing things happening around the district each week. The campaign started by reaching out to building principals, administrators, and teachers via email to explain the project and ask that they share any student or staff accomplishments, exciting news, or generally great things happening at their schools. TCAPS Creative Services Manager, Larry Burden designed a graphic and the campaign launched on social media October 1, 2021.

IMPLEMENTATION
Each week, the communications team selects five exciting events to celebrate. There were no strict guidelines for submissions, however the “high five” should pertain to a student, staff member, or someone directly involved with the district and content should be appropriate, based on the district’s social media policy. The team would often utilize school social media pages for information and ideas, but there were also a number of principals and other staff members eager to share happenings around their school. Each post included the “High 5 Friday” graphic, along with five photos, which correlated to the information in the post. The posts were shared on both Facebook and Instagram each week, using #High5Friday and the district’s tagline, #GreatCommunityGreatSchools.

EVALUATION
The TCAPS Communications Department has seen great success with the “High 5 Friday” campaign and plans to continue it into the next school year and beyond. Since the start of the 2021-2022 school year, the TCAPS Facebook page has received nearly 450 new page likes, with post engagement increasing by 80%. The TCAPS Instagram page has gained nearly 100 new followers, with engagement increasing approximately 35%. Since September 1, social media has driven 12,227 visits to the TCAPS website, most of which coming from Facebook, accounting for nearly 3% of all web traffic. There have been 574,076 visits to the TCAPS website, which is an increase of 206,905 visits, compared to the same period last year, which the team partially attributes to these posts including direct links for more information. Overall, not only did this campaign successfully drive positive engagement across multiple platforms, it helped the district more effectively, efficiently, and consistently highlight the important and wonderful things happening in Traverse City Area Public Schools.

GET SOCIAL:
Introducing High 5 Friday! A new way to celebrate five great people or happenings each week at Traverse City Area Public Schools!

This week, High Fives go out to:
1. Traverse City Central High School - TCAPS Girls Cross Country Coach, Lisa Taylor, who was named MHSCA Coach of the Year.
2. Each and every one of our dedicated TCAPS school bus drivers. We are so grateful for all of you!
3. The Traverse City West Senior High School (TCAPS) Key Club, led by Kail Meyers, who volunteered to clean up West End Beach Saturday.
4. Central High School’s Jami Grant, who was awarded an Outstanding Educator Award from the University of Chicago.
5. The West Senior High Staff Donation Club, led by Dan Rice, which raised $1,000 for the Women’s Resource Center for the Grand Traverse Area and over $33,000 to date for various community organizations.

Congratulations!
#High5Friday #GreatCommunityGreatSchools