Submission to 2022 NSPRA Communication Awards

Social Media Category: **PNWBOCES Instagram Social Media**

Link to Instagram: [https://www.instagram.com/p/CY_--6yLBZI/](https://www.instagram.com/p/CY_--6yLBZI/)

Instagram is a platform that is used by the younger demographic, which our students meet, so the PNWBOCES Instagram pages were created to reflect their experiences and highlight their voices. One campaign that we started on our Instagram was specifically intended to highlight our students' experiences by giving them a platform to voice their opinions and experiences in their specific CTE programs.

The idea was to highlight different students from each of our CTE programs, and get a quote about why they decided to join their CTE program. The students share what they like most about their programs or what they've learned so far. This idea not only gives the students a voice and makes them and their friends and family proud, but it also encourages other students to work hard in class to be featured on the page. And because we tag each student’s High School in our posts, a lot of the time students will get posted by their individual High Schools too. This enables more people to see the student and their experience at BOCES and also gets other students from area districts, who aren’t part of a CTE program yet, interested in joining one themselves.

The posts from this campaign have also helped us to reach more accounts and get more engagement on Instagram. Our followers love to see students in action in their programs, learning and being excited to be there. Every student in a CTE program at PNW BOCES chooses to be there and that narrative has been especially prevalent in this campaign. The format of every post from this campaign is the same so our followers know right away that another student voice is being shared. This is one of the most important campaigns we’ve done on social media because it amplifies the voices of the most important part of PNW BOCES—the students.

Instagram has been the best platform for this campaign because of how visual the platform is but also because our students are most active on Instagram. We love the fact that student voices are being heard by other students. This encourages everyone to work hard and be excited to be a PNW BOCES CTE student!
“I love how we get to work in a real salon setting and learn in a professional environment. I plan on taking the state board exam at the end of the year and working in a salon after graduation.”

-Jennifer Loja, Ossining
"I WANT TO JOIN THE UNION, AND I THINK HAVING TAKEN THE CARPENTRY COURSE WILL GIVE ME AN IMPORTANT ADVANTAGE WHEN NAVIGATING THE UNION PROCESS."

-TYLER MCGUIRE, CARMEL HIGH SCHOOL
“Nick Flores stood out as a student who faced difficult situations head-on and with a positive demeanor. He is jovial and always ready and willing to learn. Nick has grasped the concepts of autobody, is trustworthy, and excelled academically to the top of his class. Nick gives every task assigned his all and has become someone I would hire at my own shop. For these reasons Nick is deserving of the Student of Distinction Award.”

- Steve Simpson, Autobody