Social Media: How & Why
Our social media tactics during Highline Public Schools’ 2021 Education Levy renewal campaign were the outcome of:
- Dialed-in key message research, and
- Proven storytelling strategy used during 2020 technology levy to put faces on the funding.

Our social media objectives were to create awareness of the measure among key audiences (voters, influencers, families and staff), and to engage and inform them about our key messages — levy dollars pay for needs not fully funded by the state, such as:
- Support and training our teachers and instructional assistants need to provide high-quality instruction.
- Academic support to be on track for the next grade level, and support for students’ social-emotional needs.
- Nurses and other health and safety staff.
- Broad course offerings for high school students, including advanced courses.

One series of posts carried a distinctive voice inspired by the Humans of New York photoblog stories, which are longer narratives with high-quality photo storytelling. These featured a staff member, whose position is paid for by the levy, student(s) that they serve, and sometimes a family member. Those who serve and those who are served reveal the heart of this district in a way that is difficult to refute or harden yourself against.

We reiterated a remember-to-vote message with graphics or photos of local voters. Other posts underlined key messages with facts or a Q&A theme. Our graphics included four simple icons that matched up with five of our key messages.

Facebook Examples
October 13, 2021
Shaylee Wright, student/mom/LPN/bus driver highlighting value of special education wrap-around services and staff.
- Reach: 3,815
- Engagements: 623

October 6, 2021
Nurse Michelle Jervis, student Lucy Stuller receiving daily medication, quote from mom, highlighting critical value of school nurses funded by levy.
- Reach: 3,764
- Engagements: 377

September 20, 2021
“Did you know the Highline Education Levy renewal helps fund Camp Waskowitz programs?” highlighting our ever-popular outdoor education program that has been a rite of passage for many years, along with a graphic listing other basic education programs funded by the levy.
- Reach: 3,488
- Engagements: 518

Instagram
- Levy 2021 Instastories Series
- November 2, Time to vote, local voters photos
- October 29, Q&A: Equitable course offerings
- October 20, Counselor Keishanna Russell
- October 6, Nurse Michelle Jervis...
- September 20, Camp Waskowitz

Twitter Examples
- September 24, Levy 2021 Q&A
- September 15, Levy 2021, Nurse Staffing
- September 13, Levy 2021, School Board President quote about equity
- August 25, Levy 2021, ❤️ our paraeducators

Outcome
The Highline Education Levy was approved by voters at 62.5%!