

Vinton-Shellsburg Community School District



Our mission statement, "To Be Positive Difference Makers," drives everything we do. So our social media goal is to break down the walls of our school so everyone can experience our staff and students being positive difference makers for each other and our community.

We encourage our staff members to submit pictures and videos showcasing their work and their students' learning experiences, providing them with idea starters and advice for creating social media posts. The goal is to share the amazing things happening in classrooms, hallways, playing fields and the arts. We are proud to report that 80 staff members, or 56% of our certified staff, have submitted content. This crowdsourced approach resulted in more than 469 unique social media content contributions driving the majority of the 2,041 posts across Facebook, Instagram, and Twitter. The more than 1,600 pictures and videos shared by staff gives our community members unprecedented insight into our buildings and the learning experiences of our students.

Our staff members have been empowered to take ownership of our school's mission statement by sharing how they make a positive impact on the lives of their students. This has provided an authentic look at what is happening in our schools and classrooms, accelerating engagement and connection with our community.

In order to increase district visibility we have adopted a visual language for social media that fits our overall brand identity. Branded graphics are added to each social media post so district posts stand out in crowded social media feeds.

While our focus is on highlighting the behind-the-scenes moments from our staff, we also know that parents and families use our social media platforms to stay informed of the events, celebrations, activities and the district calendar. Posts for those content areas account for 45% of our total social media content.

We have achieved the goal of showcasing authentic student learning experiences, student activities, and staff collaboration. The following are some of the key statistics that demonstrating our success:

March 2022 - March 2023

Impressions: 2,141,519 (+34%)

Engagements: 242,717 (+47.3%)

Engagement rate: 11.3% (+9.8%)

Audience growth: +10.2%

We are able to extend the reach of our behind-the-scenes social media content through our website via a Facebook stream, we also share the content with local newspapers and through our weekly superintendent newsletter.

THREE EXAMPLE POSTS:

Transfer of energy - 7th Grade Science

<https://www.facebook.com/541147831353373/posts/673580994776722>

Community Engagement - Kiwanis Club donates dictionaries to 3rd Grade

<https://www.facebook.com/541147831353373/posts/626397116161777>

Celebrating the relationship between teacher and student - Welcoming Students
<https://www.facebook.com/541147831353373/posts/620162660118556>

ALTERNATES

Community Engagment - Fair Queen
<https://www.facebook.com/541147831353373/posts/613072304160925>

Community Enagement - Pickle Ball
<https://www.facebook.com/541147831353373/posts/630631612404994>

Science Education - Rabbit Dissection
<https://www.facebook.com/541147831353373/posts/637046601763495>