

**Purpose of Video** Our goal for this project was to increase the performance of the districts social media videos. This project goal aligned with our communications departments larger strategic plan to increase positive community perception of the quality of education and educators in our district. The department had researched the types of videos that resonated most with target audiences. Through that, we gained a better understanding of those that matched well with online analytics and algorithms. Shelly was retiring after a 30-year career as a teacher and principal at Brighton High, which she had attended as a student.

**Target Audience** Our target audiences for this video were females and non-parents. Our Facebook platform attracts a large portion of community members (non-parents) and females ages 35+. Our research showed this audience engages most positively with content that celebrates district and school staff. Shelly has been a well-regarded fixture in our community for years. A large number of our followers had interactions with her and formed lasting relationships. Additionally, we've seen Facebooks algorithm best supports long-form video, which would be necessary for this projects success.

**Communicating the Story** We knew there were plenty of people we could feature to discuss the long list of contributions Shelly made during her career. We opted to capitalize on Shellys legacy of relationships to connect with viewers. Our social media analytics showed our audience reacted most to an individuals personal story using their own words and voice. Experience told us the best way to tell the story would be to film Shelly on a walking tour of Brighton High School. She was joined by her longtime 27J colleague Becky Smith. Becky served as a host to guide Shellys walk down memory lane. This was an effective strategy because it brought out emotional, heart-touching and sometimes humorous sound bites. We also wanted our audience to see Shelly in her various roles over the years. To accomplish that, we collected photos featuring Shelly from her high school days through her final school year and incorporated them throughout the video.

**Outcomes** The Shelly Journey from Student to Principal video performed exceedingly well, both quantitatively and qualitatively.. The video would go on to be our third highest-performing social media post of the 2023-2024 school year. On Facebook, the video earned a reach of 12,863, nearly the same size as our total audience at that time. It earned 1,218 engagements, a staggering 21 times our average post engagement over that same

timeframe. Goal met Our goal was to increase the performance of the districts social media videos. Given the increases in social media reach and engagement for this project, the video met our goal. The video also received an outpouring of positive comments from our audience who recognized Shelly and celebrated her contributions.