

The New Hartford Graduation video captures the excitement, emotions, and connections shared during the Class of 2024 graduation ceremony. Through heartfelt moments—smiles, fist bumps, selfies, adjusting caps and gowns, and even a celebratory backflip—the video showcases the joy and sense of achievement felt by students, faculty, staff, and families. This video was featured on the district's Facebook page. By sharing these special moments on social media, the district not only celebrated the graduates but also reinforced the school's strong sense of community and tradition. The target audience includes students, families, faculty, staff, alumni, and the larger community. Students relive the special day with parents and loved ones, younger students and prospective families see the supportive and celebratory culture of New Hartford schools, and faculty and staff take pride in their role in helping shape students' journeys. As a communication tool, the video is highly effective due to its authenticity and emotional appeal. Its short, dynamic format and combination of candid interactions and celebratory energy make it engaging and relatable. On Facebook, the video gained 7.9K views, 19 shares, and 104 likes, demonstrating strong engagement. The strong response highlights how the video resonated with the community, prompting shares and reactions that extended its reach even further. Beyond metrics, the video helps strengthen connections, build relationships, celebrate students, and reflect the district's brand. The graduation video is more than just a celebration—it's a reflection of the district's values, including achievement, community, mentorship, inclusivity, and school spirit. By sharing this moment, the district strengthens its identity, fosters engagement, and leaves a lasting impression on students, families, and the entire community.