

This video was created to celebrate our 2024 graduates and share the excitement of this milestone with the broader school community. Featuring clips of graduates in their caps and gowns, along with heartfelt moments of hugs, smiles and celebrations, the video captures the joy and pride of graduation day. Set to the uplifting song Best Day of My Life by American Authors, it conveys a sense of accomplishment and optimism for the future.

**Where and When Its Used** The video was published as an Instagram Reel for high engagement and easy sharing. It was posted shortly after the graduation ceremony to capture and extend the excitement of the moment, allowing graduates, families and the community to relive the joy and excitement of graduation.

**Target Audience** The video was created for graduates and their families (offering them a memorable keepsake to celebrate their achievement), underclassmen (inspiring them by showing what they can look forward to), prospective families considering Richfield High School (highlighting our sense of community and student success) and alumni (reinforcing school pride and engagement).

**Supporting Effective Communication** By using authentic, real-time moments from graduation, the video strengthens emotional connections between students, families and Richfield High School. The Instagram Reel format ensures it reaches a wide audience, leveraging high engagement rates on social media. The song choice, Best Day of My Life, enhances the emotional impact and makes the video even more shareable.

This type of content reinforces our district's key messages by celebrating student success, showcasing the supportive and joyful environment in our schools, and strengthening the sense of belonging and school pride among students and families.

**Outcomes Achieved** We had high engagement on Instagram (8,475 views and 610 interactions - a lot of us!), which increased school spirit and community engagement as families and students interact with the content. It is also a lasting promotional asset that can be reshared in future enrollment and retention efforts.

By capturing and amplifying one of the most significant moments in a students journey, this video not only celebrates graduates but also strengthens our high school's reputation as a place where students are supported, valued and celebrated.