

Category: Video (Singular) Description: We are submitting a short-form social media reel that was published on the CiTi BOCES Instagram and Facebook accounts. As soon as we learned about the A+ program (centered around autistic children who are graduating soon) and their homemade dog treats, we volunteered to help spread the word. We created a reel with intent to tug on the heart strings of our local community while amplifying how amazing the program is. To bring the story of Growing Possibilities Dog Treats to life, we enlisted the perfect narrators Golden Retriever pup named Stark. The students were non-stop smiles as they interacted with Stark the day we recorded the footage for the video. The final product was a huge hit, generating excitement and driving up sales for their dog treats. The video was shared widely across social media and even sparked new requests for additional reels from the perspective of other dogs associated with CiTi BOCES programs. This video demonstrates the power of personal storytelling in digital marketing and definitely caused a few happy tears to be shed. Link: <https://www.instagram.com/p/DDZkULMxnAw/>