

Videos Purpose, including where and when it was used: As a Communications department, we celebrate the educators who make Cobb Schools the best place to teach, lead, and learn. This video captures the surprise moment when Karen Wright was named Cobb Schools 2024 Teacher of the Year, showcasing her heartfelt reaction and the excitement of her students and colleagues. The video then dove into why Karen Wright is Cobbs top teacher, showing her at work in the classroom with her students and letting her share what drives her as a teacher. The video was created to highlight the Teacher of the Year announcement and was shared across Cobb Schools digital platforms. It also complemented the feature article recognizing Karen Wrights achievements, further amplifying the impact of her story.

Effective Communication: Rather than just stating who won the award, the video brings viewers directly into the celebration. The candid emotions, student cheers, and heartfelt moments illustrate the profound impact great teachers have on their schools. This immersive storytelling approach connects with audiences on a personal level and reinforces Cobb Schools' commitment to honoring excellence in education.

Target Audience: The video is aimed at parents, educators, students, and the broader Cobb community. By showcasing the energy and passion of a dedicated teacher, it also serves to inspire future educators and highlight the value of teaching in Cobb Schools.

Outcome Achieved: The video was a tremendous success, generating over 7,566 views and 4,200 impressions. The overwhelming engagement reflects the communitys enthusiasm for celebrating outstanding educators. The video played a key role in amplifying the Teacher of the Year announcement and strengthening public recognition of the incredible work happening in Cobb Schools.