Purpose of Video Explainer Our goal for this video was to provide our Instagram audience with a clear and engaging explanation of how our districts budget works. This goal stemmed from an Instagram poll we did a few weeks earlier. In that poll, we asked our audience what district information they wanted to learn more about. The overwhelming response was more insight into the budget and how it works. Our Instagram audience is primarily comprised of students from our schools. We knew a traditional reel with numbers on a whiteboard would not capture their attention. Instead, we incorporated compelling visuals and an easy-to-follow narrative. That made the reel informative and digestible for our audience.   Target Audience Our target audience for this reel was our audience on Instagram. We also wanted the reel to be relevant and accessible to people beyond 27J who wanted to better understand school district budgets. We know some people believe school districts mismanage funds or do not spend taxes collected locally in an effective way. With this in mind, we crafted our video to educate and address these misconceptions.   Communicating the Story Due to the dry subject matter of school budgets, we knew we needed a compelling visual hook to immediately grab the audiences attention. We landed on smashing three piggy banks. We labeled each piggy bank "Local," "State," or "Federal" to represent our district's primary funding sources. We used baskets labeled with budget categories likeTransportation, Technology, and People" to show how funds are allocated. As we broke each piggy bank, we distributed the money into the baskets as accurately as possible. The purpose of this was to reflect the real-world budget distribution process. This video featured Nancy Esquivel as part of our Nancy Investigates series that weve launched on Instagram. This series is designed to break down complex topics for that audience. By taking an engaging and visual approach to explaining 27Js finances, we made a weighty subject easier to understand for all viewers.   Outcomes This budget explainer video proved to be the best-performing video of the Nancy Investigates series. It had a reach of 1,258 and 78 engagements, both higher than our average performance for the platform. This success is particularly notable for engaging students in the topic of school finance, often not a natural pairing.