

This video served as a same-day recap of the inaugural Middle Level Student Leadership event, displaying the incredible work and leadership of middle school students. Its primary purpose was to highlight the significance of middle-level education and emphasize the importance of student-led initiatives in shaping their academic and personal growth. This unique event was for students put on and led by students. The video was shared on social media on the same day as the event, ensuring timely engagement with our online audience. By filming, editing and posting it quickly, we maximized visibility and relevance, allowing followers to experience the energy and impact of the conference in near real-time. The target audience of this video included the general public and our social media followers, ranging from students and educators to parents and community members. By reaching a broad audience, the video helped generate awareness and support for student leadership at the middle school level. The video supported effective communication by aligning with one of Superintendent Keith Hayashis key priorities: strengthening middle-level education. Middle school is a critical transition period, and this event showcased how students are taking active roles in leadership not only in their schools but in their communities as well. Through compelling visuals and direct storytelling, the video demonstrated the value of student-driven initiatives and the impact of peer-to-peer engagement in fostering confidence and collaboration. This video was one of the Departments most popular posts of the month, achieving a reach of over 15,800 and a total engagement of nearly 1,100 likes, reactions, comments and shares across our platforms. The positive response reinforces the importance of showcasing student leadership and engagement efforts through dynamic and timely video content. The success of this video highlighted the impact of the inaugural event and contributed to the growing popularity of the next conference. The strong engagement and wide reach helped generate excitement and interest, leading to an increased demand for participation. As a result, the upcoming conference now has a waiting list of schools eager to be involved. By visually showcasing the energy, collaboration and leadership of students in action, the video served as an effective promotional tool, reinforcing the value of the event and encouraging more schools to recognize the importance of student-led opportunities.