

Created in-house to celebrate our Snowfest carving teams, who earned 1st and 4th place at Frankenmuth's Snowfest, this video entry was uploaded to our Facebook page on the morning of February 1st, the day after the competition ended and winners were announced, capitalizing on the excitement of the moment. The purpose of this video was to capture the energy and significance of the competition, showcase the artistic talents of our two teams, and bring the experience to those who couldn't attend in person. While we also shared a social media post and a press release, the video offered a dynamic and immersive way for our school community, local supporters, and prospective families to connect with this experience. It highlighted the stunning sculptures created by our students, the teamwork and dedication involved, and the epic nature of this unique event. This video was exclusively shared on Facebook, where it resonated deeply with our audience. Within days, it had over 450 reactions, 55 direct shares, and more than 21,500 views—an impressive reach for our small rural district of just over 1,200 students. The rapid engagement demonstrated how video content can effectively enhance community connection, keeping parents, students, and stakeholders informed and engaged while fostering school pride. Filmed and edited by our communications specialist, the video is part of our ongoing goal to use short, compelling visual storytelling to highlight student achievements. We have found that videos like this help our community feel more connected to our schools, creating a shared sense of celebration and pride. By combining strong visuals, concise messaging, and timely posting, we successfully engaged our audience and reinforced the broader story of who we are as a district. This video not only celebrated our students' artistic accomplishments but also reinforced the values of creativity, perseverance, and teamwork that define Hemlock Public School District. Through digital media, we continue to strengthen relationships within our school community and beyond, ensuring that every achievement—big or small—is seen, celebrated, and remembered.