

The purpose of the video was to engage with our Lodi USD community in a fun and relevant manner . The video was shared on Lodi USD social media channels shortly after the beginning of our 2024-2025 school year. The target audience was Lodi USD students but it reached a broader audience by going viral. The video supports effective communication by leveraging humor, creativity, and the language of social media to resonate with our audience and build connections. The outcomes achieved included the video going viral by amassing over 1,795,000 views and over 500 comments across three social media platforms. This exemplified our districts ability to connect and foster engagement through modern digital storytelling. Its viral success demonstrates the power of relatable, well-executed content.