

Purpose Minnetonka Public Schools Communication Team produces an annual welcome back video in collaboration with Minnetonka Schools Superintendent, David Law. The video is crafted to send a positive, fun and personally welcoming message to students, families, teachers and staff, while also providing a window into the exciting programs that students in this district get to experience over the years. Implementation The district videographer wrote the script for the video and coordinated with the superintendent, a principal and a Kindergarten teacher to visit an elementary school classroom to record segments of the video. He also coordinated aspects of the video with high school teachers and students to capture shots of the districts signature programs including language immersion, aviation, science research, automotive and more. Footage was combined to create a video that was then emailed to all district teachers and staff, students and parents/guardians. Additionally, the video was posted on the districts social media channels and the district website. It was also used as a critical piece of the districts Kindergarten marketing efforts on social media. Target Audience The primary audience for this video was current district families and community residents. A secondary audience was new families, who might consider enrolling in the district. Strategy Support In addition to hosting the video on our YouTube channel, it was posted on Instagram and Facebook, where it was very well received. It was also featured on the Superintendents web page and to our enrollment section of the districts website. Outcomes The video has more than 2.9K views on YouTube, 1.7K on Facebook and 2.9K views on Instagram. On Instagram, community engagement with the content has been strong, including 127 likes, 32 shares, two comments and six saves, thus far. On Facebook, the video had 72 likes, 2 comments and 14 shares. According to Meta analytics, the Facebook video distribution was 9.2x higher than other posts within 21 days of publishing, and it also had 12.5x more reactions, 18.7x more comments and 18.7x more shares. As a component of our marketing strategy, the video reached more than 76.5K individuals 143.9K times, achieving 4,060 visits to our website from Facebook and Instagram.