

Newton County Schools created the Teacher of the Year Celebration Highlights video to capture the energy and excitement of the districts Teacher of the Year program, where Mrs. Taylor Moody was named the 2025 Teacher of the Year. While the full 1.5-hour program was recorded, this highlight video provided a dynamic and engaging way for the community to experience the event in a shorter format. For the first time ever, we took audiences behind the scenes, from the anticipation leading up to the announcement to the celebratory moments that followed. The goal of the video was to share the excitement of the Teacher of the Year program and uplift our educators. By highlighting key moments, including the recognition of all school-level Teachers of the Year, reactions from finalists, and the crowning of the district winner, the video gave viewers a sense of the honor and prestige associated with this recognition. It also served as a tribute to all teachers, reinforcing the value and importance of their work. The video was first premiered at the October Board of Education meeting before being immediately shared on all Newton County Schools social media platforms. This approach ensured that stakeholders, including parents, students, teachers, and community members, could relive the moment and celebrate the districts educators together. The highlight video allowed those who could not attend the event in person to still be part of the experience, strengthening engagement and appreciation for the districts commitment to recognizing outstanding teachers. As a communication tool, the video effectively conveyed the significance of the Teacher of the Year program in a way that was accessible and engaging. Instead of relying solely on written recaps or static photos, the highlight video brought the celebration to life, making it more memorable and impactful. The combination of live reactions, emotional moments, and behind-the-scenes footage created a compelling narrative that resonated with viewers. The response to the video was overwhelmingly positive. It was widely shared and commented on, with many expressing their excitement and appreciation for the districts efforts to recognize educators. Teachers, parents, and students celebrated alongside the honorees, and the video helped create a lasting sense of pride and enthusiasm around the Teacher of the Year program. Additionally, this new approach to event coverage set a precedent for future recognition programs, demonstrating the power of video storytelling in strengthening community engagement. By sharing this video,

Newton County Schools not only highlighted the achievement of the districts top educators but also reinforced a culture of teacher appreciation. The success of the highlight video proved that capturing and sharing these moments in an engaging format enhances the impact of recognition programs and strengthens the districts connection with its community.