

Publications & Digital Media Excellence Awards Category: SEL Posters/Campaign with Weekly Social Media Graphics Description: I am submitting the 2024-2025 SEL project for the Sandy Creek Elementary School. The title of the campaign is "Be Good Comets" and was developed by the school counseling and social work team. We were invited to collaborate on bringing their vision to life. We organized and facilitated a content day which involved photographing students demonstrating positive character traits. Our graphic designer designed a series of posters using these images, which are proudly displayed throughout the school. Each week, students who exemplify these traits are nominated, and winners are selected every Friday. Jenn also created a matching social media graphic that we post weekly to announce the winners. The "Be Good Comets" campaign has been a tremendous success with both students and the community. Link to posters and weekly graphics: <https://drive.google.com/drive/folders/1xTe7V0-d82pHuro6WH7aoTIV9g7mYaqW?usp=sharing>