

The “Serving Up Kindness” video highlights how small, thoughtful interactions by Niskayuna High School Cook Manager, Bob Depot, are fostering positive relationships and creating a welcoming school culture. The video focuses on how Bob’s daily acts of kindness—such as remembering students’ names and offering warm greetings—make a meaningful difference in students’ lives—specifically, new student Mikhaela. New to the district and the country, Mikhaela wrote Bob a letter thanking him for his warm-heartedness during a time when she was struggling to adjust. By showcasing the power of human connection, the video reinforces the importance of kindness in school communities. This video debuted on the district’s Instagram and Facebook accounts on May 2, 2024, aligning with School Lunch Hero Day, a fitting occasion to recognize Bob’s impact. The target audience includes students, parents, guardians, faculty, staff, and the broader Niskayuna community. The video effectively communicates through engaging visual storytelling, using short, dynamic clips of Bob’s everyday interactions with students, as well as Bob’s emotional reading of Mikhaela’s letter. This creates a personal, emotional and relatable experience for viewers. Branding and captioning ensures clarity of message, and the video format captures attention more effectively than text alone, making the message more authentic and compelling. The video quickly became the district’s top-performing Instagram content for 2023-24, generating 14.3K plays and 36 comments—all-time highs since engagement tracking began in 2020-21. On Facebook and Instagram combined, it was shared 222 times, helping spread its message beyond the immediate school community. The video also achieved the district’s highest Facebook reach at the time, engaging over 28K accounts. Beyond its impressive metrics, the video’s impact was evident in the heartfelt responses it received. The comment sections on both platforms became a space for gratitude, appreciation, and community bonding. Sample reactions from Facebook: Ann Thornton: “A legacy of love like this is where it’s at.” Tiara Louise: “We need more Bobs in this world. Amazing what an impact a little kindness can have.” Terry Evers: “Bob,

you are the best! You even help adults adjust to new surroundings!” Instagram users echoed similar sentiments: Tcopp730: “This is incredibly beautiful and what school is all about! Thank you, Bob! ❤️

” kay.wilson._: “The littlest things he does, like remembering my name, genuinely bring me joy!!” avibarr: “I never knew his name, nor have I even been in his line. Yet every time I walk past him, he asks how I’m doing. An angel of a man.” By uniting the digital community in a shared message of kindness, the video transformed social media engagement into something deeper—a collective celebration of the small yet significant ways people can support one another. It not only recognized Bob’s efforts but also reinforced the school’s commitment to fostering a positive, inclusive environment.