

Purpose & Concept Hamilton Community Schools (HCS) has developed a tradition of creating fun and engaging snow day announcement videos that captivate students, staff, families, and the broader community. These videos serve as more than just an announcement tool; they are a strategic effort to enhance brand awareness, foster school spirit, and build engagement through creative storytelling. On December 11, 2024, HCS released its most recent production—a spoof of the holiday classic Christmas Vacation, starring Superintendent Dr. Brad Lusk. The video pays homage to the beloved film while humorously addressing the excitement and chaos surrounding snow days, reinforcing the district’s commitment to connection and community.

Where & When the Video is Used The Christmas Vacation spoof was launched on December 11, 2024, and distributed across the district’s social media platforms, including Facebook, Instagram, YouTube, and X (formerly Twitter). It was also featured in the district newsletter and shared directly with families via email and the HCS website. The video was released in anticipation of potential winter weather, generating excitement and engagement leading into the snowy season.

Target Audience The video was created with a broad audience in mind, appealing to students, staff, parents, alumni, and the local Hamilton community. While the primary focus was on engaging current students and families, the video also resonated with alumni and community members who take pride in the district’s culture. Additionally, it reached a wider audience through organic social media sharing, reinforcing HCS’s reputation as an innovative and connected school district.

Supporting Effective Communication HCS’s spoof videos serve as an effective and memorable way to communicate essential information while strengthening relationships with the community. By presenting snow day announcements in an entertaining and creative format, the district ensures that the message is widely seen and eagerly anticipated. The use of humor and a recognizable cultural reference makes the content relatable and shareable, leading to increased engagement on social media. Additionally, the video reinforces the approachability of

district leadership, particularly Dr. Lusk, showcasing a leadership team that is personable, fun, and connected to students and families. Outcomes Achieved The Christmas Vacation spoof video generated exceptional engagement across all platforms, with thousands of views, shares, and positive interactions within the first 24 hours. It sparked conversations in the community, with families, local businesses, and even local media outlets highlighting the creative approach to school communication. The video received over 93,000 views on Facebook alone and over 20,000 views on Instagram and YouTube as well. Beyond its immediate impact, the snow day video tradition has established a lasting brand identity for HCS—one that emphasizes creativity, connection, and community engagement. By leaning into storytelling and humor, Hamilton Community Schools has transformed routine announcements into highly anticipated events, setting the district apart as a leader in school communications.