

Purpose Minnetonka Public Schools' social media content strategy focuses on celebrating student and teacher/staff opportunities and achievements, elevating community voices and cultivating positive connections. In this video, Minnetonka High School Principal Jeff Erickson spotlights the work of the district's Nutrition Services Team with a parody of the Undercover Boss reality TV show, demonstrating the authentic work the team does to serve students.

Implementation With the district videographer, the high school principal set up a skit scenario in which he dressed up as a new Nutrition Services team member to go behind the scenes in the school's cafeteria. He learned about the meal preparation process and also served food to students during lunch, with the joyful engagement captured on camera, as well as students' real time feedback about the increased quality of the school's lunch offerings over the past year.

Target Audience The primary audience for this video was high school students, as the video was first shared during the high school's morning announcement video series. It was subsequently shared on the @TonkaHSPrincipal Instagram account, a channel dedicated to the district's high school students and community. Future audiences for the video include the districtwide parent community.

Outcomes The video has more than 3.2k plays on Instagram. Engagement with the content was strong (77 likes; 6 shares). Future sharing opportunities include districtwide Facebook, Instagram and LinkedIn channels, planned for May 2025 in coordination with School Lunch Hero day. It will also be shared on the new @TonkaFresh Nutrition Services Instagram account.