

The purpose of the weekly video series is to allow our constituents a glimpse into the classroom each Friday, and to provide a fun and engaging way to highlight the buildings and programs in the district. Each week during the academic year, the videos are posted on YouTube, shared on social media (Facebook and Instagram) and included in a weekly email update sent to staff members. They are also included in our bi-weekly Community e-Newsletters. Our target audience is parents of current and prospective students, along with staff and community members. The intentional focus on the student experience is important to us in showing, not telling, the experience of our students. Additionally, our efforts to ensure varied coverage creates internal staff goodwill by highlighting three to four sites/programs each week. Creating videos that are 62.4 seconds long is both a nod to our district being ISD 624 and a way to ensure our videos are consistently short and easy to digest. Each version is closed captioned in both English and Spanish, allowing our deaf and hard of hearing families and those who speak Spanish a way to engage with the video coverage. We strive to showcase happenings in order to help others remember and share the highlights they've seen, building upon Bear Pride felt in our community. Consistent use of White Bear Lake Area Schools branding elements help us develop and maintain a strong District presence. The videos are well received. Anecdotally, we are told that people look forward to them when they are shared each Friday at 2 p.m. From a data perspective, engagement with these videos is high. YouTube views generally fall between 350 and 780 views. When the videos are shared out for specific purposes or extra attention, the viewing numbers increase significantly. The Facebook videos have strong viewership as well, with genuine watch numbers that fall between 900 and 3,000 views. Sponsorship of ads (approximately \$40 each week) generally increases the watch views to over 6,000.