

"This Is Us" is a social media video series that has revolutionized our district's approach to community engagement and school branding. Initially conceived to address perception challenges at a single school, this project has evolved into a powerful tool for showcasing the unique identities of all our schools. "This Is Us" has transformed from a single school initiative into a district-wide signature project, effectively supporting our communication goals by providing an engaging, authentic window into the vibrant life of our schools. This series not only improves community perceptions but also strengthens the bonds within our educational community, ultimately contributing to a more positive and supportive learning environment for all students. Schools and students are on board, jockey for appointments and can't wait for the team's arrival to show off their schools. On Instagram, the first This is Us was viewed 7.4K times and views of videos in this weekly series range from 1K to 6K+. Analytics showed that 46 percent of viewers were not Richland Two followers. In contrast an inclement weather post a month later, usually highly viewed content, was viewed 4,148 times.