

Last Week in Spring-Ford is a weekly video series designed to showcase the random, exciting, and magical moments that make the Spring-Ford community unique. Captured in under three minutes, the series highlights smaller yet impactful moments from the previous week moments that may not warrant a full-feature Spotlight video but still deserve recognition. This quick, engaging format ensures that even the smallest achievements, events, and day-to-day magic within the district get the attention they deserve. The series is shared across Spring-Ford's digital platforms, including social media channels, the district website, and ParentSquare, making it easily accessible to a broad audience. Released each Wednesday in the Weekly Update newsletter, these videos act as a quick recap for parents, students, staff, and community members, offering a snapshot of the vibrant activities happening across Spring-Ford. The target audience for Last Week in Spring-Ford includes parents who want to stay informed about their child's school community, students who enjoy seeing their peers and activities spotlighted, staff members who appreciate recognition for their contributions, and community members invested in staying connected to the district. The approachable length and visual storytelling appeal to a wide range of viewers, ensuring the content resonates with busy families and casual viewers alike. The outcomes achieved by Last Week in Spring-Ford include increased community involvement and positive feedback on district communication efforts. The series has helped boost Spring-Ford's digital presence, with metrics like video views, shares, and comments showing high levels of audience engagement. Ultimately, Last Week in Spring-Ford creates a platform for moments that might otherwise go unnoticed, reminding the community that even seemingly minor achievements contribute to the district's vibrant and inclusive culture. It's a tool for celebration, connection, and showcasing the everyday magic of Spring-Ford.