

For this year's Virginia Principal Appreciation Week (January 13-17), we produced a fun and engaging social media series featuring four videos to celebrate school principals on Facebook, Instagram, YouTube, and X. We selected four elementary school principals to highlight and asked students what they thought their principal did every day. Then, we invited the principals to reenact those responses with a touch of creative interpretation! The result was a fun, humorous, and heartwarming series that resonated with our community. The response was overwhelmingly positive, with each video garnering between 3,500 and 8,000 views on Facebook alone, along with enthusiastic comments from students, parents, faculty, and staff. The series not only entertained, but it gave us the opportunity to celebrate principals in an innovative way, using humor and storytelling to engage our audience and bring people together.