

GCPS in :60 is a series of bite-sized, fun, and social-friendly videos designed to engage viewers and increase awareness about the great work happening across Gwinnett County Public Schools, while also conveying district values and key messaging priorities. Breaking from static interviews, this series marries the first-person authenticity and dynamism of social video with the production quality and messaging of corporate video to capture and keep viewer attention and convey brand messaging. Each 60-second video in the series directly addresses viewerswelcoming them to feel a part of the district--and moves with speakers organically through their contexts, offering viewers a unique and immersive lens on district happenings, leadership, programs, and/or schools. Stories for this series are chosen according to their potential for dynamic first-person storytelling and how effectively they align with district messaging priorities which include: responsive, two-way communication with the community; a commitment to serve each and every student across the rich diversity of our more than 180,000 students, many of whom are multilingual learners; and a commitment to cultivating a culture of excellence and engagement. Videos like the GCPS in :60 on the Smoothie Bike or on the Evolv Weapons Detection system demonstrate a commitment to student well-being and a responsiveness to community concerns in providing students and families with critical information while also amplifying the ways the district prioritizes students safety and wellness. The videos featuring International Night at Parsons Elementary and the video with Pharr Elementary School illustrate the districts commitment to creating a culture which celebrates students diversity and cultivates belonging for each and every student. Videos in the series also reinforce Team GCPSs ongoing commitment to excellence by celebrating and elevating wins, such as the honor of being named Media Clerk of the Year. GCPS in :60 videos are shared across social media platforms, in district newsletters, and through our GCPS TV video platforms. Because the videos are short and visually engaging, they garner high view rates on our social media platforms. The GCPS in :60 series has also had a tremendous impact in changing how we in the district think about storytelling. These short, fun videos have demonstrated that storytelling from the district can be nimble, lightweight, and with fast turnarounds, creating new opportunities to re-imagine the kinds of stories we can tell, how we tell them, and how we best reach our intended audiences: staff,

students, and families.