

Purpose Minnetonka Public Schools social media content strategy focuses on celebrating student and teacher/staff opportunities and achievements, elevating community voices and cultivating positive connections. In this video series, viewers are invited to spend a day in each of the districts three Kindergarten programs: English Language, Chinese Immersion and Spanish Immersion. Narrated by current students, the video talks and walks viewers through a Kindergarten's daily itinerary from math activities, lunch and recess to read-alouds, body breaks and hands-on learning stations. Implementation The district videographer coordinated with Kindergarten teachers in three schools across the district to follow their classes throughout their day. Each video includes Kindergarten students explaining the day's activities, aligned with vignettes and native audio clips demonstrating those moments. The videos are instantly welcoming, with students and teachers greeting each other and treating the camera (and subsequent viewers) as another member of the class. Small touches, such as the upbeat background music and captions rendered in a handwriting-like script, underscore the feeling of entering a Kindergarten classroom. The videos were shared through social media (Facebook and Instagram), both as organic posts and paid ads supporting Kindergarten information event opportunities. They were shared in district emails to prospective Kindergarten families, on the district website, and with Principals to incorporate into their building-level communications, as well. Target Audience These videos were planned with the families of new-to-district incoming Kindergarten families in mind, especially those considering their choices between the English language and Immersion programs. Giving viewers a peek inside of the school day that they couldn't experience otherwise, the videos showcase both the consistent offerings within each program choice and how the unique language aspects of the Immersion program integrate seamlessly into a student's day to ultimately support families in making a decision to attend Minnetonka Public Schools. Outcomes The videos have more than 6.3k collective plays on Instagram and 8.7k views on Facebook. On Instagram, community engagement with the content was strong, including 224 likes, 41 shares, and 5 comments. On Facebook, the videos had 243 likes, 20 shares and 10 comments. The videos have a timeless quality to them and will be resources for both the Communications Team and others across the district to share about Kindergarten

opportunities by showing, rather than just telling.