

Purpose & Background Recognizing the power of video storytelling and social media, our district has prioritized taking control of our own narrative over the past five years. As part of this initiative, the Community Relations team expanded its expertise by hiring two former news reporters, uniquely equipped to capture and showcase the outstanding achievements of our students, staff, and schools. This led to the creation of "Share Your Great," a dynamic video series that invites parents, students, staff, and community members to submit stories they want featured. The series has also gained traction among district administrators, who proactively invite our team to highlight student successes, dedicated educators, and impactful community partnerships. By providing a consistent and engaging platform for positive storytelling, "Share Your Great" strengthens public confidence in our district, increases community engagement, and fosters school pride. To ensure maximum reach and impact, videos are strategically distributed across multiple platforms: Districts Social Media (Facebook & Instagram) Engages parents, students, and the community in their natural digital spaces, fostering interaction and organic sharing. Districts YouTube Channel - Shared via a permanent playlist, which acts as an on-demand library of school success stories. District Website & School-Specific Pages - Videos receive dedicated visibility on the district homepage for a week and are permanently housed on individual school websites. Direct Communication via Remind Ensures families receive direct outreach featuring the latest school stories and achievements. This multi-platform approach allows us to engage audiences where they already are, increasing visibility and impact.

Target Audience & Communication Strategy The video series reaches several key demographics: Mothers of school-aged children - Representing 80% of our social media audience, these decision-makers play a crucial role in school selection and advocacy. Students - Seeing their own stories featured builds pride and excitement, encouraging students to reshare videos on social media and amplify the reach. Families of charter and private school students - Consistent, compelling storytelling helps position the School District of Osceola County as the best choice for their child's education. District staff - As our biggest ambassadors, staff use these stories to promote their schools, recruit students, and foster positive perceptions of public education. By elevating student and school achievements, "Share Your Great" creates a ripple effect inspiring confidence,

engagement, and advocacy across our community. Outcomes & Impact Since launching in 2021, "Share Your Great" has featured more than half of our 60 public schools and various departments allowing us to shine the spotlight on diverse programs, success stories, and school cultures. Within the last year, we have showcased more than 20 Share Your Great stories, which are produced on top of a demanding video production schedule for other district projects. As this series has continued to grow, so has our department. What started with one person handling all these videos has turned into a team of three within the last year in our effort to further strengthen our districts reputation, celebrate the excellence within our schools, and attract more families to public education.