

As the nation continues to face a teacher shortage, Beaufort County School District (BCSD) developed a series of nine videos to recruit new educators by showcasing the personal experiences of newly hired teachers highlighting the benefits of teaching in the district. The series includes seven individual teacher testimonials, where each teacher shares why they chose BCSD, what they love about teaching here, and their experiences within the district. In addition, two commercial-style videos were produced to highlight the district's beautiful location in the Lowcountry, the quality of life it offers, and the many benefits of teaching within the community. The purpose of this video series was to recruit high-quality teachers by providing an authentic look at the district's culture and the lifestyle benefits of living and working in Beaufort County. This video series supports effective communication by utilizing storytelling to humanize the district's recruitment efforts. By featuring newly hired teachers, it provides prospective employees with relatable, personal narratives that offer insight into the district's positive teaching environment and strong community support. The commercial-style videos enhance this messaging by visually showcasing the Lowcountry's natural beauty and the high quality of life available to teachers in the area. Together, these videos create a compelling portrayal of life within BCSD, addressing both professional and lifestyle considerations for potential applicants. The video series was shared across various social media platforms (Facebook, Instagram, YouTube) and utilized by the recruitment department. It was released several weeks prior to the district's Spring Hiring Event, targeting both in-state and out-of-state prospective teachers, with a focus on attracting candidates who align with the district's values and mission. The target audience for this video series was potential job candidates, particularly new or experienced educators interested in relocating or finding a new district. Additionally, it targeted individuals from other states who may be unaware of the district's strengths and benefits. The outcomes achieved from this video series were significant. As of March 11, the videos have more than 36,289 views across YouTube, Facebook, and Instagram, generating more than 430 likes, shares, and comments. The series successfully enhanced the district's recruitment efforts showcasing Beaufort County as an exceptional place to live, work, and teach.