



Crowley ISD Back To School Social Media Campaign

Campaign Theme and Objective

For some, the thought of summer coming to an end can be depressing. Our team wanted to create an atmosphere on social media that would have students, families and staff engaged and excited about gearing up for another school year. The highlights of our campaign included a back-to-school hype video from our superintendent and a first day of school photo contest where the winner was selected by garnering the most "likes" on our Facebook page.

The 2018-19 school year also marked the first full school year for new superintendent, Dr. Michael D. McFarland, and we wanted to make his presence and vision known across the district. He wanted to make a big media splash with his initial first day of school in CISD, so we rolled out the red carpet, literally, at all 24 campuses.

Our campaign weaved two major components into one package:

- Roll out the district's "CISD Game Changers" theme for the year
- Welcome students and staff back for another exciting year in Crowley ISD

Campaign dates

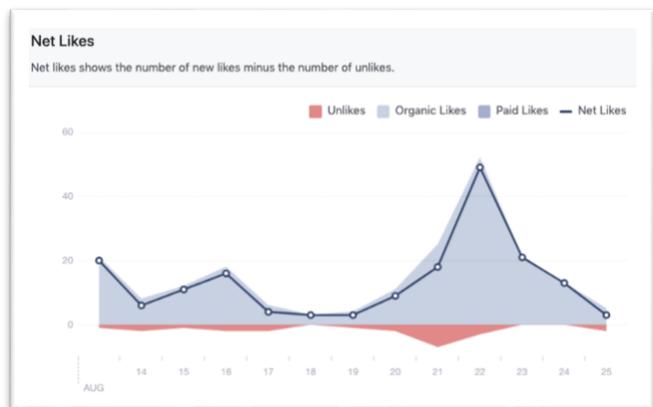
Aug 9-23, 2018

Net Facebook page likes during campaign

+223 (7,263 → 7,486)

Social Media/Multimedia use

- Facebook
- Twitter
- Instagram
- YouTube
- District website



Total Facebook Posts

| Date | Post | Reach | Engagement |
|---------|-------------------------------------|--------|------------|
| Aug. 9 | CISD Game Changers video | 29,489 | 5,143 |
| Aug. 14 | Meet The Principals video | 14,778 | 3,009 |
| Aug. 17 | Share your first day photos | 1,673 | 140 |
| Aug. 20 | Welcome Back/Photo contest reminder | 1,941 | 153 |
| Aug. 21 | Everyone is all smiles! gallery | 2,997 | 1,583 |
| Aug. 21 | More first day photos | 2,427 | 1,050 |
| Aug. 21 | David Walker appearance | 3,140 | 649 |
| Aug. 21 | Dallas Park appearance | 2,170 | 427 |
| Aug. 21 | Parent Quote graphic | 2,237 | 221 |
| Aug. 21 | First Day highlight video | 15,317 | 3,337 |
| Aug. 22 | Vote Now! Photo contest finalist | 6,363 | 3,684 |
| Aug. 23 | Photo contest winner announced | 1,497 | 214 |

- We collected 19,610 engagements on Facebook, including 7,267 on the first day of school (Aug. 21).
- The photo contest winner collected only 398 of the 3,684 total engagements (9.25%) from the voting post.
- As usual, the videos led the way by a huge margin in total reach for the campaign

Crowley ISD
Published by Anthony Kirchner [?] · August 9, 2018 · 🌐

We are changing lives and making a difference. We are #CISDGameChangers. Help us share Superintendent Dr. Michael McFarland's inspirational message with the entire Crowley ISD community - and beyond.



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,500 people.

29,849 People Reached **5,143** Engagements [Boost Post](#)

👍❤️😂 228 27 Comments 185 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

29,849 People Reached

11,478 3-Second Video Views

1,578 Reactions, Comments & Shares ⓘ

| | | |
|------------------------|-----------------------|-------------------------|
| 874 👍 Like | 160 On Post | 714 On Shares |
| 297 ❤️ Love | 70 On Post | 227 On Shares |
| 1 😂 Haha | 0 On Post | 1 On Shares |
| 4 😲 Wow | 3 On Post | 1 On Shares |
| 1 😞 Sad | 0 On Post | 1 On Shares |
| 219 Comments | 47 On Post | 172 On Shares |
| 191 Shares | 185 On Post | 6 On Shares |

3,565 Post Clicks

| | | |
|--------------------------------|---------------------------|--------------------------------|
| 516 Clicks to Play ⓘ | 3 Link Clicks ⓘ | 3,046 Other Clicks ⓘ |
|--------------------------------|---------------------------|--------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 1 Hide Post | 2 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts



CISD Game Changers Video

A week before the school year began, we pumped up employees with a motivating hype video message that we first unveiled at Convocation and then shared online with the larger community. The purpose of this video was to not only motivate our employees to continue striving to make a difference in students' lives, but also highlight our district's values and ideals.



We crafted the script by pulling excerpts directly from our superintendent's written Monday Messages. Shooting for this video took place over months and included help and planning from countless teachers and students at many different locations across our district.

The video was well received at Convocation and online. On Facebook, it received more than 11,400 views and 185 shares while reaching nearly 30,000 people. That marked the most views for a video during the 2018-19 school year. It was also shown at other events throughout the school year.



We believe this video helped set the tone for the school year and inspired our educators to be game changers for our students.

Watch the video: <https://youtu.be/QL36Uf-EURc>



Crowley ISD
Published by Megan Middleton [?] · August 14, 2018 · 🌐

Our team of #CISDGameChangers is busy preparing for students to arrive on Tuesday, Aug. 21! Leading the way are our 2018-19 campus principals!

#CISDGAMECHANGERS

2018-19 Campus Principals
03:45

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 4,500 people.

14,778 People Reached **3,009** Engagements [Boost Post](#)

👍❤️😂 157 21 Comments 75 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

14,778 People Reached

5,464 3-Second Video Views

846 Reactions, Comments & Shares ⓘ

| | | |
|------------------------|-----------------------|-------------------------|
| 454 👍 Like | 115 On Post | 339 On Shares |
| 157 ❤️ Love | 42 On Post | 115 On Shares |
| 16 😂 Haha | 3 On Post | 13 On Shares |
| 2 😲 Wow | 1 On Post | 1 On Shares |
| 142 Comments | 33 On Post | 109 On Shares |
| 77 Shares | 75 On Post | 2 On Shares |

2,163 Post Clicks

| | | |
|--------------------------------|---------------------------|--------------------------------|
| 387 Clicks to Play ⓘ | 0 Link Clicks ⓘ | 1,776 Other Clicks ⓘ |
|--------------------------------|---------------------------|--------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 2 Hide Post | 2 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

CISD Meet The Principals Video

We also wanted a fun and creative way to introduce campuses and their principals with a video. Because our theme was #CISDGameChangers, we used a sports theme. Each principal was introduced in different sports scenarios. We also shared the video with our larger community on social media.

This video was fun but also took a lot of planning. Our team brainstormed activities for principals to do in various environments, and our principals rose to the challenge and had fun with it. We worked with coaches to coordinate field and court time and to borrow equipment. We also reached out to a district radio announcer to do the voiceover. Our team did many practice shots to ensure we had our concept down.

Employees went wild for this video at Convocation, cheering each principal as they came on screen. On Facebook, the video received 75 shares and 5,400 views. Commenters tagged their favorite principals and praised the district, writing, "Love it CISD! Praying for a great school year!" Another wrote, "Great video! Hope all these gamechangers have a great year!" Another wrote, "Awesome introductions!"

These comments showed us it not only energized our employees but also our community.

Watch the video: <https://www.youtube.com/watch?v=8XoXCnTKBw>



Crowley ISD
Published by Megan Middleton [?] · August 21, 2018 · 🌐

Red Carpets, Cameras and High Fives! Do you ever remember having a first day of school like this? We hope all of our students and families felt welcomed and special today!
#CrowleyFirstDay #CISDGameChangers



First Day of School 2018-19
02:09

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 4,500 people.

| | | |
|---------------------------------|-----------------------------|----------------------------|
| 15,317 People Reached | 3,337 Engagements | Boost Post |
|---------------------------------|-----------------------------|----------------------------|

👍❤️ 239 16 Comments 98 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

15,317 People Reached

6,167 3-Second Video Views

890 Reactions, Comments & Shares ⓘ

| | | |
|------------------------|-----------------------|-------------------------|
| 462 👍 Like | 164 On Post | 298 On Shares |
| 213 ❤️ Love | 84 On Post | 129 On Shares |
| 1 😂 Haha | 0 On Post | 1 On Shares |
| 2 😲 Wow | 0 On Post | 2 On Shares |
| 118 Comments | 21 On Post | 97 On Shares |
| 98 Shares | 98 On Post | 0 On Shares |

2,448 Post Clicks

| | | |
|--------------------------------|---------------------------|--------------------------------|
| 514 Clicks to Play ⓘ | 1 Link Clicks ⓘ | 1,933 Other Clicks ⓘ |
|--------------------------------|---------------------------|--------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 3 Hide Post | 1 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts



CISD First Day of School Highlight Video

The first day of school is an exciting time for our Crowley ISD family, and for the 2018-19 school year, we wanted a special video to capture that day's energy. We also wanted to capture the district's first Red Carpet Welcome that happened at each school where students and their families were able to walk a red carpet and feel special on their way into school.



We shot several scenes of the video before the actual first day of school, including the timelapse of the sunrise, the interior shots of the lights coming on in the school, the red carpet roll out and the audio of the principal welcoming students. Doing that allowed us to work faster getting day-of footage. The day-of footage included a variety of shots, including a GoPro time-lapse, Osmo, DSLR video and still shots.



The video reached 15,317 people and had more than 6,000 views on Facebook, which is great for our Facebook page. One commenter wrote, "Thank you, CISD! As a parent in the district and an educator in the district, this BLESSED me!" Another wrote, "Fantastic job Crowley ISD! The first day was like nothing ever before! Way to go!" And one other wrote, "... You can feel the love and energy and it is absolutely "SPECIAL."

Watch the video: <https://www.youtube.com/watch?v=EI5tgEvSYM4>

Crowley ISD
Published by Matt Hoover [?] · August 17, 2018 · 🌐

Share your first day of school photos Tuesday, Aug. 21 using the hashtag, #CrowleyFirstDay. We'll choose a handful of pics to show on our social media accounts. Cisd followers will have the opportunity to vote on Facebook throughout the day and the winner will receive a Cisd prize. #CISDGameChangers

POST YOUR FIRST DAY PICTURES WITH THE HASHTAG
#CrowleyFirstDay

PHOTO CONTEST

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,500 people.

1,673 People Reached **140** Engagements [Boost Post](#)

👍❤️ Steff McLaurin, Hailey N Amon Veron and 37 others 2 Comments 9 Shares

Performance for Your Post

1,673 People Reached

60 Reactions, Comments & Shares

| | | |
|-------------------|-------------------|--------------------|
| 45 Like | 37 On Post | 8 On Shares |
| 4 Love | 3 On Post | 1 On Shares |
| 2 Comments | 2 On Post | 0 On Shares |
| 9 Shares | 9 On Post | 0 On Shares |

80 Post Clicks

| | | |
|-----------------------|----------------------|------------------------|
| 19 Photo Views | 0 Link Clicks | 61 Other Clicks |
|-----------------------|----------------------|------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 1 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

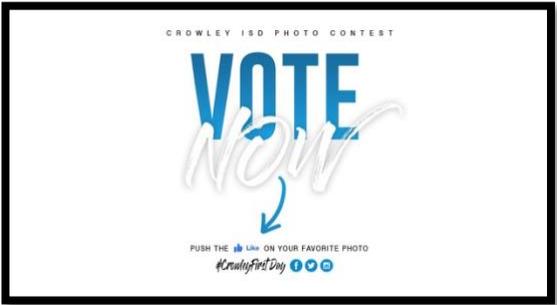
Reported stats may be delayed from what appears on posts

First Day of School Photo Contest

Whether a student is entering Pre-K or their senior year, the first day of school is always a momentous occasion that takes the social media world by storm. Looking to capitalize on an event that already has our families posting furiously online, we created a #CrowleyFirstDay and encouraged families to include us in their special day to be entered into our photo contest.

After the dust settled on the first day of school, our team scoured the web in search for the best photos posted by the public. We took the top 24 images and created a post for followers to “vote” by liking the image. You could like as many photos as you wanted. The photo with the most likes won four tickets to the high school football game of their choice. Overall, the “Vote Now” post reached 6,363 people on Facebook with 3,684 total engagements.

The winning photo (right) showed an incoming senior’s first day of school photo next to one of her when she started kindergarten. It received 398 likes and loves.



Abbey Mar
21 hrs · 🌐

How? From kindergarten to Senior year! ❤️ #crowleyfirstday

👍❤️👍 115 11 Comments

[Like](#) [Comment](#) [Share](#)



School-Specific Welcome Back Graphics

One way our team helped campuses with their back-to-school content is with custom graphics welcoming families back to school. It would have been easy to create one districtwide image and shared it to campus pages, but we wanted to go the extra mile and give it a more personal touch by adjusting the palette to match the campus colors. All 24 campuses had their own graphic to post on their social media outlets.

First Day Photo Galleries

Beyond the photo contest we created for families to engage, the district traveled to campuses and posted a pair of photo galleries to show off what students were doing on the first day of school. This open window into our buildings helped parents of younger students rest easy to see their little ones having a good experience on their first day, while keeping our social media channels on fire during the middle of the day.

Special Guests

Aside from our social media strategy, we had a couple of special visitors on campuses that helped boost our numbers. Two of our building namesakes, Dallas Park and David L. Walker, visited their campus to welcome back students on the first day of school.

