

ASPRA*tions Award Nomination

Arizona School Public Relations Association

Nominator: Chandler Unified School District

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Category 2

Publications and Electronic Media

**SOCIAL MEDIA CAMPAIGN
SENIOR HIGHLIGHTS**

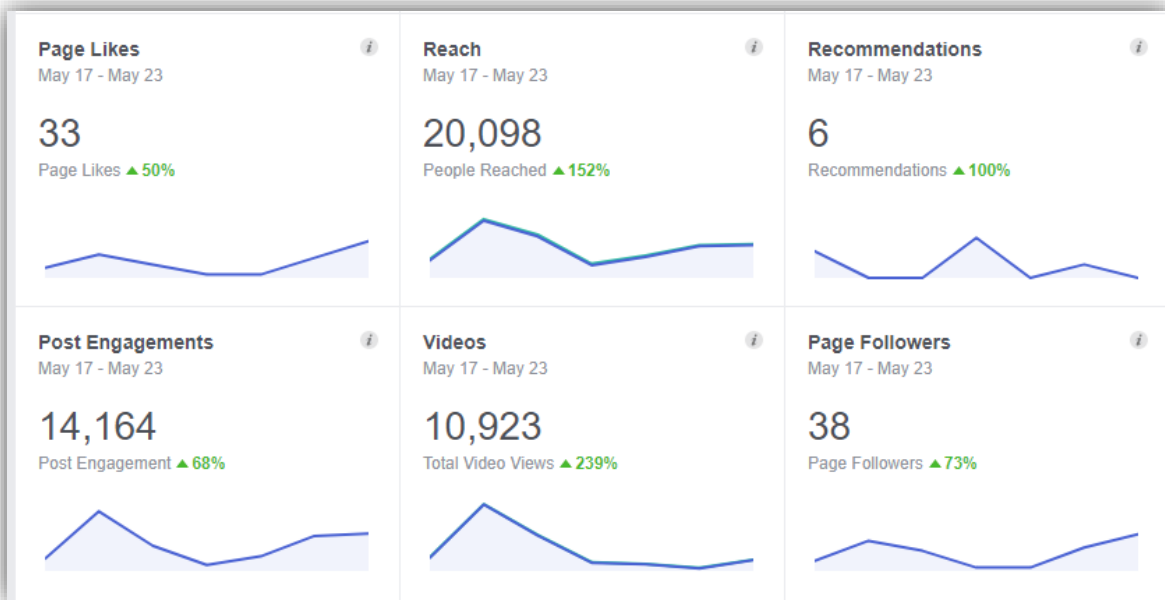
Social Media “Senior Highlights” Campaign Overview

Chandler Unified is located in *parent choice capital of the United States*. We must market our brand and showcase that we are a premier district of choice where academic achievement is a high priority. The senior highlights social media campaign aimed to do just that. It showcased the culmination of 13 years of education in our district. We chose to highlight all of the wonderful accomplishments of the students, schools and the district. Promoting the schools (and our district) by showing the awesome things our students accomplished helps us:

- Maintain community support by showing our community what a good job we do.
- Help new families choose (and existing families to continue to choose) Chandler Unified.

The stats and numbers speak for themselves:


- During the campaign, the reach on our [Facebook page](#) **increased 152%**. We also **DOUBLED** our Twitter engagement. Additionally, we saw a nearly **1,500 follower increase** on Facebook – from 4,941 at the beginning of the 2017-18 school year to 6,429 by May 2018. (For comparison, the previous year we only increased our followers by 600.)
- Our [Twitter](#) account saw an increase in impressions, tweets, profile visits and followers. We had a **net increase in impressions of more than 76K** to 220K impressions in May 2018 (up from 144K impressions in May 2017). The previous year we only had a net increase of 29K impressions from 115K.



With this social media campaign we also wanted to drive traffic to our website where visitors could see all of our senior highlights and additional accomplishments. We created a location on the website specifically for the [senior highlights](#). From this location, individual highlights can be shared on social media, and users can navigate to see the other accomplishments of our schools and students. Each highlight followed the same format with a blurb, an image, the [hashtags](#) ([#CUSDSeniors2018](#), [#Classof2018](#) [#CUSDStory](#)) and a [link back to the district senior highlights page](#). We also created short URLs for each of the high schools and we asked the high schools to engage with us and share/tweet their schools highlights.

Chandler Unified SD @ChandlerUnified · May 25

#SeniorSpotlight Greyson Smith is a #2018NationalMeritScholar & a key member of the @Hamilton_High. He had the lead role in the school production of Shrek. He hopes go into Theatre Productions following college. #CUSDStory #CUSDSeniors2018 #Classof2018 cusd80.com/seniorhighligh...



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Chandler Unified School District
May 21 · 🌐

Senior Spotlight: Perry senior Joanna Gunaraj has a cumulative GPA of 4.63 and was nominated and elected by the top 5% of senior class to be a commencement speaker for our 2018 graduation ceremonies. Joanna's extracurricular activities include Speech and Debate, National Honor Society, Spanish National Honor Society, and volunteering at Future for Kids and Hospice of the Valley. Her career goal is to be in a management position at a tech company.

When asked what the most valuable lesson she learned in high school is, Joanna stated: "Advocating for what you are passionate for will be worth it." - Valerie Burgess #CUSDStory #CUSDSeniors2018 #Classof2018 #PublicSchoolsWork

All senior highlights can be found on the website at cusd80.com/seniorhighlights.



1,516 people reached Boost Post


Meera Markus, Pamila Masih and 31 others 3 Comments 2 Shares


Like Comment Share


- All CUSD Senior Highlights www.cusd80.com/seniorhighlights
- ACP Erie Senior Highlights www.cusd80.com/ACPErieseniors
- Basha High Senior Highlights www.cusd80.com/BHSseniors
- Chandler High Senior Highlights www.cusd80.com/CHSseniors
- Hamilton High Senior Highlights www.cusd80.com/HHSseniors
- Perry High Senior Highlights www.cusd80.com/PHSseniors


Highlighting our Impressive Seniors


Chandler Unified School District graduates are second to none! Click below or scroll down to check out our impressive *Class of 2018*.


ALL CUSD
Senior
Highlights


ACP Erie
Senior
Highlights


Basha High
Senior
Highlights


Chandler High
Senior
Highlights


Chandler
Online
Academy
Senior
Highlights


Hamilton
High Senior
Highlights


Hill Learning
Academy
Senior
Highlights


Perry High
Senior
Highlights

Finally, linking back to the website proved to be very successful. We were able to double the traffic on our website during the campaign.

5-10 to 5-17 (Prior to Campaign)

TOTAL VISITS	TOTAL PAGE VIEWS	TOTAL TARGETED VISITS			
4,766	4,259	3,115	05/10/2018	05/17/2018	Apply

5-17 to 5-24 (Bulk of the Campaign)

TOTAL VISITS	TOTAL PAGE VIEWS	TOTAL TARGETED VISITS			
9,210	11,425	7,721	05/17/2018	05/24/2018	Apply

SUMMARY

The senior highlights social media campaign showcased the culmination of students' 13 years of education in our district. The campaign aimed to: a) Maintain community support by showing our community what a good job we do; and b) Help new families choose (and existing families to continue to choose) Chandler Unified.

During the campaign, the reach on our Facebook page **increased 152%** and we **DOUBLED** our Twitter engagement. Furthermore, we aimed to drive traffic back to our websites, to showcase all of our district accomplishments and all of the highlighted seniors. We accomplished that. The webpage views more than doubled during the campaign period.