

2024 ASPRA*tions Awards
Social Media Campaign

I Love Laveen

Laveen Elementary School District

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Summary

Love was in the air last February when the Laveen School District asked its families to tell them why they loved their child’s school. The “I Love Laveen” social media campaign merged themes from School Choice Week and Staff Appreciation Week into one monthlong campaign for the district. The purpose was to gather information and promote what parents love about our schools. At the end of the campaign, the district received over 60 love notes to publicize on social media and share with our schools.

Research and Analysis

In preparation of January’s National School Choice Week, the Laveen School District wanted to showcase why this district was the best choice for the community. The communications department wanted to hear directly from parents as to why they loved and chose their child’s school. Knowing that February was right around the corner, they decided to opt-out of National School Choice Week and focus on Valentine’s Day. While all other schools, especially charter schools, were promoting themselves in January, Laveen made the conscious decision to wait and flood social media with love notes through the month of February.

In addition to gathering data from families, the campaign was aligned with several of the district’s strategic goals including:

Goal	Initiatives
Pursue new and strengthen existing partnerships with families and the community.	<p>Develop new approaches to celebrating parent involvement at the school and district level</p> <p>Investigate innovative approaches for communicating with parents from the classroom, school, and District levels</p> <p>LESD will develop parent engagement plans, specific to each school, that foster strong home-to-school connections</p> <p>By identifying each school’s local stakeholders, Laveen will develop engagement opportunities that support and advance community connections while honoring the uniqueness of each school.</p>
LESD will create and maintain an exceptional employee experience and supportive environment where all staff feels recognized, celebrated and valued.	<p>Ensure that all sub-groups of employees have opportunities for recognition</p> <p>Explore opportunities to engage students and the community in staff recognitions</p>

Planning

Laveen wanted to make things as easy as possible for parents to participate. But, they also wanted to be able to share data with school staff and the public. The communications team decided to make this solely a social media campaign building on Valentine's Day and called it "*I Love Laveen*." They would ask parents to send the schools love notes that would then be shared.

In order to get a little more precise data, Laveen would ask for the name of the child's school, grade level, and permission to use the sender's name.

Implementation

The communications team created a [virtual Valentine](#) that read "Do you love your child's school? Send us a note and tell us why." Within the graphic was a link instructing them to send the love via a themed [Google form](#). The form asked why the parent loved their school through an open-ended question, allowing the parent to tell us exactly what they loved about their school in as much detail as they wanted. This graphic was shared to the district and all nine school Facebook accounts and was included in the February [e-newsletter](#). We also created a [banner ad](#) on the district and school websites.

And, the love started pouring in. The responses were thoughtful and genuine.

What could we do with all these love notes? We decided to share them. We took the comments from each submittal and included them in individual [love note graphics](#). Each love note was shared on the district's and school's social media account. This resulted in even more people contributing comments.

But, the love didn't stop there. Next, we printed a small card with every comment and sent them to the school to display.

Evaluation

For an impromptu campaign, the "*I Love Laveen*" was a great success. It publicly showed our stakeholders all the reasons why our parents love Laveen schools and made staff members feel good about being appreciated.

We received over 60 love notes through the [submittal form](#).

The tables below show how much traction social media posts received.

Facebook Insights

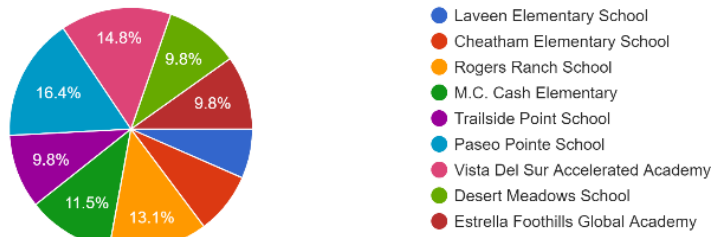
Reach	Engagement	Like and Reaction	Comments	Shares
15,335	1067	283	11	33

Instagram Insights

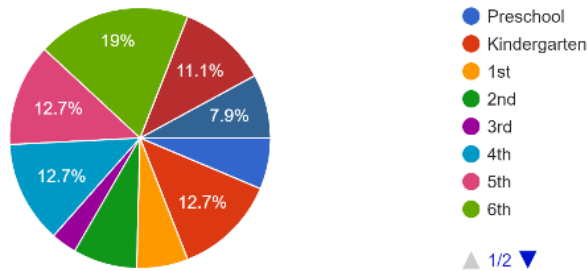
Reach	Engagement	Like and Reaction	Comments	Shares
4350	0	74	0	0

All schools and grade levels were represented.

Child's school?
61 responses



Child's grade level?
63 responses



The "I Love Laveen" campaign started as just an easy and fun way to collect data from parents to further promote Laveen schools, but it became a well-received social media campaign that we will be running again next year.