COSPRA Publications and Digital Media Excellence

#HandsOn27J Social Media Campaign

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Purpose of Social Media Campaign

We created the social media campaign #HandsOn27J to give our audiences a firsthand look at what learning looks like in Career and Technical Education (CTE) classrooms. Polling has shown CTE and STEM programs are a top priority for our community. In 2021 and 2022, voters passed funding measures to expand CTE and STEM opportunities in our district. While there is strong community support for CTE, we also saw many community members didn't understand the range of opportunities available in our schools. To bring our community up to speed on what CTE learning looks like, we brought them into the classroom via a video series. This also served as a means to show their return on investment from the 2021 and 2022 funding measures. Highlighting the variety of CTE programs also promotes these classes to students and drives enrollment in CTE courses.

Target Audience

For this campaign, our primary audience was community voters, including parents. For this audience, #HandsOn27J visually demonstrates the return on their investment by showing students learning hands-on career skills. Our secondary audience was high school students, for which #HandsOn27J promotes the range of available programs and sparks their interest in taking CTE classes. Our primary audience was best represented by our Facebook audience while our secondary audience was most represented on Instagram.

Communicating the Campaign

We tailored the #HandsOn27J campaign to maximize engagement by social media platform. For each platform, we produced content that our research shows that the audience prefers. On Facebook and Nextdoor, where analytics show photo galleries are the strongest-performing content, we shared photos of the same students from the Reels engaged in learning. For Instagram—an audience that skews towards students and younger community members—we used Reels to capture their attention. In the Reels, we had students serve as narrators, guiding viewers through their hands-on experiences. Our analytics show student and younger audiences engage more and are more likely to share a post when the content features their peers.

Outcomes

#HandsOn27J continues to be a popular, well-performing campaign. Across platforms, posts earn an average of 3,516 in reach, 36% higher than our all-posts average. The Instagram Reels perform notably well in both reach and engagements. The average Reel receives 167 engagements. The featured-student approach earns an average of 34 shares per post, showing students are much more likely to share these posts among themselves than other content types. The promotion of CTE opportunities to our student audience contributed to a 90% increase in CTE enrollment from 2023 to 2025.