

STUDENT
ENGAGEMENT



Student+Parent Info Session

Purpose: Amplify authentic student voice and increase engagement on official Hutto channels



Info Session: September 9, 2025





Welcome + Objectives

- What the program is
- How it works
- Expectations for students and families
- Safety, privacy, and brand guidelines
- How to apply and key dates

Presented by

Eliska Padilla,
Communications Manager





What is the STUDENT INFLUENCER Program?

- Secondary students help capture and share school life on official channels
- Stories include academics, clubs, fine arts, athletics, and student life
- Content is created by students, reviewed by campus liaison, and posted by district or campus account





Why it Matters

- Elevates authentic student voice
- Strengthens connection between students and district
- Builds digital leadership and storytelling skills
- Supports a positive school culture





What Student Influencers Do

- Share the stories of the clubs, organizations and activities that they already participate in
- Create 1-2 pieces of content each month
- Follow monthly prompts tied to district themes and campus events
- Support select events and features
- Respond to feedback and collaborate with campus liaison and communications





Who Should Apply

- Creatives, storytellers, leaders, and trendsetters
- Students active in school life: sports, fine arts, clubs, and classrooms
- We want a student influencer team that reflects the uniqueness of Hippo Nation





What You'll Gain

- Real-world content creation experience
- Public speaking and event support opportunities
- Participation in photoshoots and campaigns
- Portfolio-ready work and recognition in district communications
- Possible letter of recommendation





Safety + Privacy (Non-Negotiables)

- Respect privacy and FERPA at all times
- No full names, student IDs, or confidential info in posts
- Get verbal permission before photographing others
- Avoid filming students who opted out of media release
- No posting from private spaces like nurse's office or discipline areas





Brand + Tone Guidelines

- Positive, welcoming, student-centered
- G-rated language; no profanity or slurs
- Stay on message: school pride, academics, programs, and events
- Use approved logos and brand assets when featured
- Avoid political messaging and personal promotion





Content Type + Approval Flow

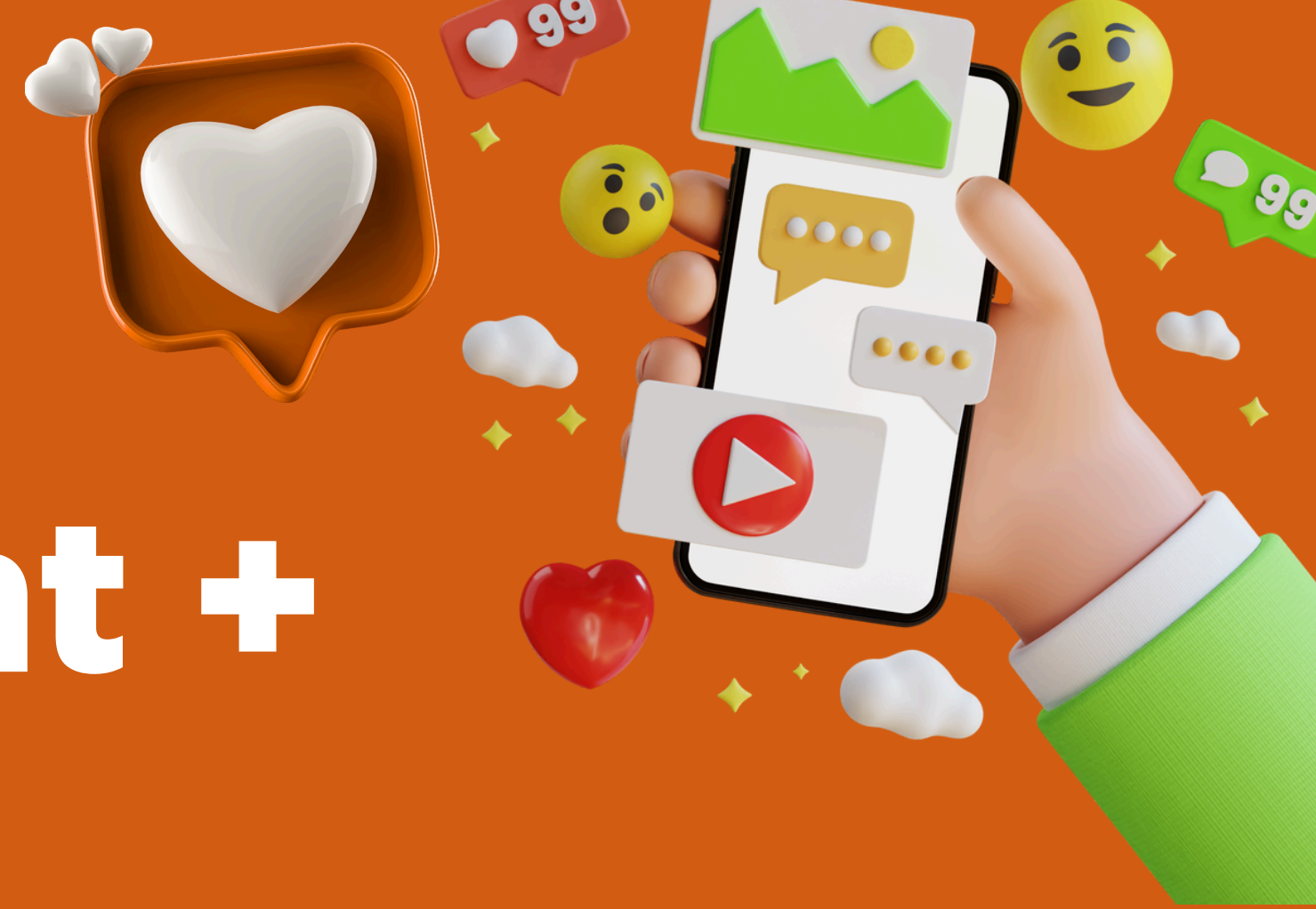
- Content types: photos, short videos, interviews, spirit highlights, classroom moments
- Workflow:
 - Student creates content
 - Submit to campus liaison for review
 - District or campus account posts approved content





Time Commitment + Expectations

- 1-2 submissions per month
- Meet deadlines and respond to edits
- Model positive digital citizenship
- Attend orientation and periodic check-ins
- Accept additional event, speaking invitations as your schedule allows





Platforms + Tools

- Primary focus on Instagram + Facebook
- Features may also appear on websites and newsletters
- StudentSquare group used for reminders and coordination





Application Requirements

Submit Application

1-minute video

Why you want to serve, ideas you'd highlight, what makes your voice unique?

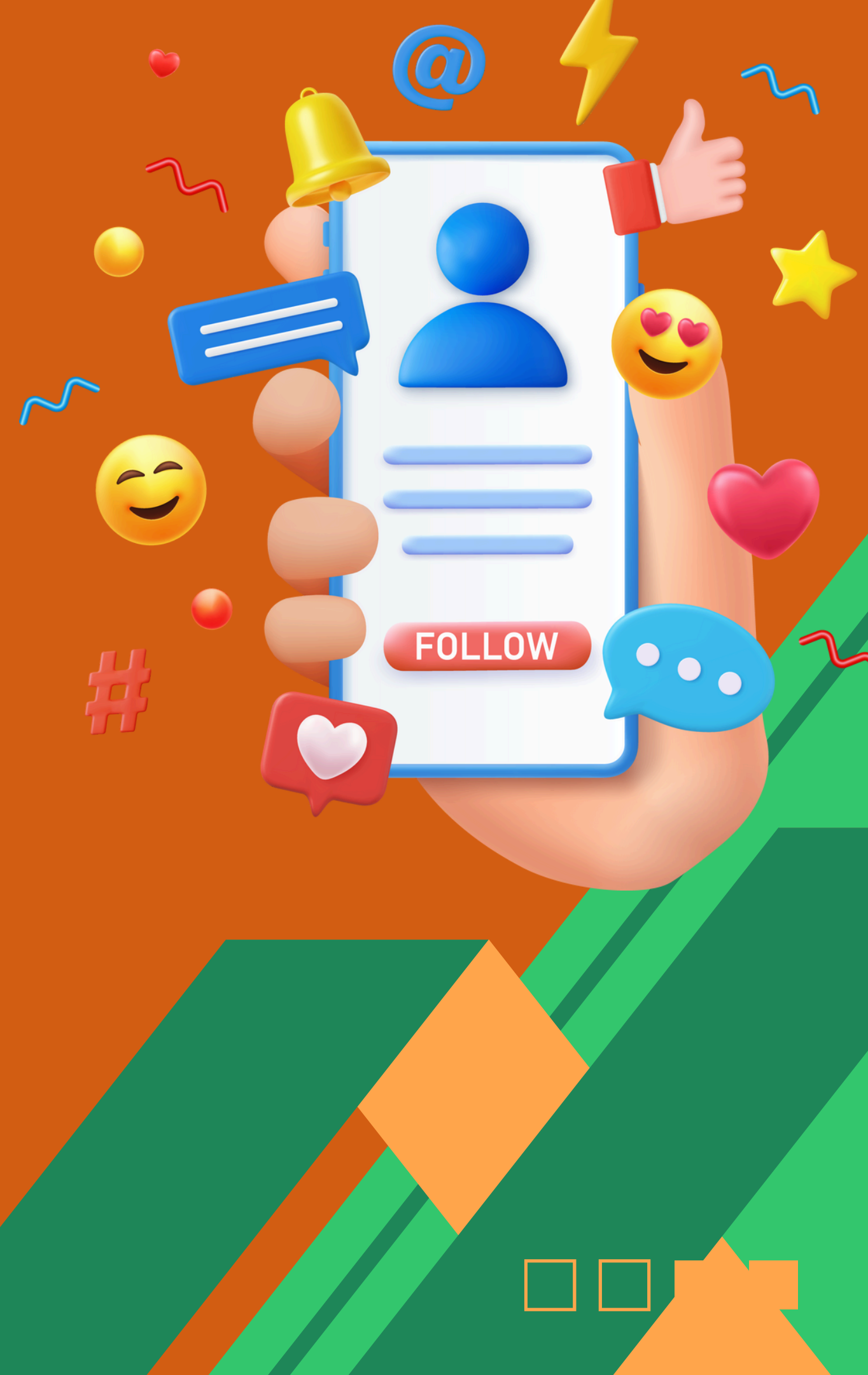
Teacher & Counselor recommendations





Selection Process

- Selection committee includes campus leaders and communications
- Focus on commitment, voice, reliability, and school representation
- Aim for balanced participation across programs and campuses



STUDENT
EMERGENCY
STUDENT
EMERGENCY



Parent/Guardian Agreement Highlights

- Students must follow District policies, Student Code of Conduct, and social media guidelines etc. No cyberbullying, bullying, harassment.
- Term is through May 25, 2026
- Students may not work on posts during the school day without permission.
- Students submit content. Staff publish from official accounts.
- Devices, data plans are family's responsibility





Support + Recognition

- Monthly prompts, shout-outs, and mini-contests
- Editorial coaching and feedback
- Possible features on district channels, newsletters and events





Monthly Content Prompt



October Getting Started

- Theme Prompt: “A little about me and my biggest hope for this school year is...”
- Shout-Out: New teachers & campus teams
- Mini Contest: Photo of your backpack setup — most creative earns a shout-out
- Poll Idea: Which best sums up your vibe this school year?”
Options: Excited • Nervous • Ready to Lead • Can’t Wait for Sports





Monthly Content Prompt



October - Clubs + Fall Athletics

- Theme Prompt: “This club or team gives me my school spirit boost...”
- Shout-Out: Feature a club or athletic team each week
- Mini Contest: “Show your team pride” pic – best fan spirit wins feature
- Poll Idea: “Which type of school spirit do you love most?”

Options: Game Day Gear • Club Posters • Pep Rally • Homecoming Theme





Questions + Answers

- Questions about safety, workload, or logistics
- How to communicate concerns
- Next steps after tonight





How to Apply


- Visit: hipponation.org/studentinfluencer
- Submit your application and video by Mon., Sept. 15
- Watch your StudentSquare (email, text, app) for updates and orientation details





Thank You For Your Interest



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