

COSPRA Publications and Digital Media Excellence

Meet the Principals, Social Media Campaign

Nancy Esquivel, 27J Schools

Purpose of Social Media Campaign

The “Meet the Principals” social media campaign was created in Fall of 2025 to introduce the new principals joining 27J Schools for the 2025–26 school year and help our community get to know the leaders serving their school communities. Recent polling by Magellan Strategies revealed that 23 percent of respondents held an unfavorable perception of teachers and school leaders.. These insights highlighted an opportunity to strengthen trust and familiarity by putting a face and personality to the leaders in our schools. While principal profiles were also shared through email and posted on the district website, we developed a dedicated social media campaign to meet our audiences where they already engage with district content. Recent polling conducted by Magellan Strategies showed that 38 percent of our community members prefer to receive district news and updates through social media. Through a mix of short-form videos and photo posts, the campaign introduced each principal in a more personal and approachable way, allowing community members to learn about the individuals leading their schools without needing to actively search for the information.

Target Audience

The primary audience for the “Meet the Principals” campaign was families connected to the elementary schools receiving new leadership, as well as teachers and staff who work at these schools. For them, the campaign served as an introduction to the new principals who will be supporting staff, guiding instruction, and helping shape the vision and direction of their schools. A secondary audience included current high and middle school students who previously attended these elementary schools. While they may no longer be part of those school communities directly, many still feel connected to the schools where they started their academic journey. Featuring these schools and their new leaders helped tap into that sense of familiarity and pride. In many cases, these students still have younger siblings or know younger students in their neighborhoods who attend the schools, which naturally encourages them to share the content with others. Platform strategy also helped guide our audience targeting. Facebook and LinkedIn were most effective for reaching families and staff, while Instagram allowed us to connect more directly with students and younger members of the community.

Communicating the Campaign

The “Meet the Principals” campaign was designed with each platform’s audience and content preferences in mind. Our goal was to present the same core message in formats that felt natural to the way people already engage on each channel. On Facebook and LinkedIn, where our analytics consistently show that photo posts and galleries perform best, we shared portraits of each principal in front of their new school along with a short written profile. These posts focused on their experience in education and the vision they bring to their school community. This approach allowed families and staff to quickly learn about the background and leadership

style of the individuals guiding their schools. On Instagram, where the audience tends to include more students and younger community members, we focused on short form video. Each principal participated in a Reel where they were mic'd up and led viewers on a short tour of their school while answering a mix of education related and personal questions. The format helped create a more relaxed and authentic introduction while giving viewers a sense of each principal's personality. This approach also aligned with what our analytics show about younger audiences: video content that mirrors the style and pacing of what they already consume on their feeds is more likely to capture attention and be shared. By using a casual walk-and-talk interview format, the Reels felt familiar and engaging while still delivering meaningful information about the leaders of our schools.

Outcomes

The "Meet the Principals" campaign was well-received and performed strongly across all platforms. Posts reached an average of 272 engagements across Facebook, LinkedIn and Instagram, which is 147.27% higher than our overall post engagement average of 110. Instagram Reels also showed strong performance, both in reach and engagement. Beyond analytics, the campaign had a meaningful impact on the community's connection to the new principals. All three principals reported hearing multiple times from parents about seeing their profiles on social media and expressing excitement about them being the new leaders in the schools. Two of the three principals also noted that staff shared similar feedback, reflecting a positive reception and stronger familiarity with the new school leaders.

Amy Facebook Link

<https://www.facebook.com/share/p/1HLQ7G3bu5/>

Sam Facebook Link

<https://www.facebook.com/share/p/18edS3eiuz/>

Marcus Facebook Link

<https://www.facebook.com/share/p/1GFarP5KAd/>

3 Profiles Linked In

<https://www.linkedin.com/feed/update/urn:li:activity:7372333285680762880>

Amy Instagram Link

https://www.instagram.com/reel/DNhN3knNc9Q/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Sam Instagram Link

https://www.instagram.com/reel/DNmFD4OtRqc/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Marcus Instagram Link

https://www.instagram.com/p/DOo3CcZji3o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==