

Garfield Re-2 School District COSPRA Submission
Social Media: Garfield Re-2 Good News campaign - Making the good news visible

Research

Garfield Re-2 identified a gap between the strength of our student and staff stories and the level of engagement those stories received when shared through traditional formats. While newsletters and website links provided detailed storytelling, engagement data and anecdotal feedback indicated that families and community members were not consistently accessing or interacting with this content. To meet this goal, we recognized a need to present information in more accessible, concise, and visually engaging ways that reflect how our community consumes content.

Planning

In January, we rebranded our storytelling efforts as “Good News in Re-2” to more clearly signal purpose and positivity. Our goal was to:

- Increase visibility and engagement with district stories
- Make content more approachable and digestible
- Highlight how student experiences align with our Graduate Profile

We also identified an opportunity to extend this approach beyond storytelling to other communications, including Board of Education summaries.

Implementation

The Communications Department shifted from primarily sharing story links to a graphic-first storytelling model:

- Long-form stories written by the Communication Director are repackaged into visually engaging social media graphics by the Communication Specialist
- Each graphic highlights key takeaways, uses concise language, and connects to a larger narrative
- Posts are designed to “meet people where they are” on social media while still linking back to full stories

The result is a cohesive, branded storytelling system that prioritizes clarity, accessibility, and engagement.

Evaluation

While still in the early stages of implementation, initial results demonstrate positive momentum:

- Facebook followers increased by 3% over three months
- Instagram followers increased by 4% over the same period
- Increased consistency in posting and visual identity
- Anecdotal feedback suggests improved accessibility and understanding of district work

“Good News in Re-2” represents a strategic shift from simply sharing information to intentionally designing communication for connection.

Links to sample posts:

Coal Ridge Athletic Director	Instagram	Facebook
Garfield Re-2 Awarded Grant	Instagram	Facebook
Make A Wish	Instagram	Facebook
Graduation Rates	Instagram	Facebook