

Celebrating Hispanic Heritage

A Month Long Social Media Campaign

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Overview & Purpose

Holidays and observances are sometimes complicated to recognize on social media. You want to say something substantial but also don't want to tokenize people or make a shallow statement. I approach posts recognizing a specific group or culture with a show, don't tell mindset. It's a chance to show off how we value, celebrate or teach these values, not just make a statement acknowledging the holiday.

Westminster Public Schools has a 79% Hispanic student population (compared to 36% statewide) so we wanted to pay special attention to Hispanic Heritage Month. From September 15 - October 15, 2025 I shared 13 posts dedicated to celebrating our Hispanic students, staff and community. The posts were a mix of educational and awareness, community programming, videos of students and staff sharing their ways of celebrating, and resharing previous content focused on our Hispanic community.

Primarily, content was shared directly from district [Facebook](#) and [Instagram](#) accounts. We did post once on every school's [Facebook page](#) kicking off the month and a few schools shared content that we amplified from the district account.

Posts & Analytics

In total, our Hispanic Heritage month content earned:

- Views: 32,900
- Reach: 20,474
- Interactions: 661

Our top performing posts were both videos, which is to be expected. Our reel of high schoolers sharing their [favorite hispanic foods](#) earned 5,000 views and 128 interactions on Instagram (well above our typical performance). The longer (and horizontal) [staff member profile](#) performed much better on Facebook, earning 5,000 of it's 6,000 views on Facebook, and a combined 119 interactions on Facebook and Instagram.

See all [posts and analytics](#) for this campaign.

Outcomes

Compared to an average month, we saw more than double the number of accounts reached, above average content interactions, and consistent views. Considering this is only a portion of the content we shared during that time period and these numbers are compared to a full month on content, I concluded that this content performed exceptionally well. We reached new audiences, as seen by increased reach and gained more followers than typical.

This campaign was successful because it demonstrated our values as a district throughout the month. Our students saw themselves and their friends and old stories were revisited. Several schools shared with me that they enjoyed the content, and the Board of Education shared in a meeting that they were impressed by the steady content shared throughout the month. We plan to do this again in the fall, and based on the results, will focus on more video, with a mix of person on the street interviews and longer form storytelling.