

ASPRAtions 2019: Photography KinderU enrollment — Mesa Public Schools

A great photo engages. District photographer Tim Hacker snapped a photo of this happy KinderU preschool student during a Sept. 24, 2018, visit to O'Connor Elementary. The image immediately jumped out to Communications & Engagement staff as a perfect visual to demonstrate the excitement and engagement of early learning. He is the perfect choice as the “face” of the 2019-20 KinderU preschool enrollment social media campaign.

The image was used in a Facebook post, which was boosted for two weeks in March 2019. Facebook commenters immediately noticed the boosted post. It received 961 clicks, 273 reactions and a reach of 10,980. Additionally, a fun comment thread started between the child’s mother and the mother of a lookalike.

[Digital version](#)



Mesa Public Schools
March 19 · 🌐


Mesa Public Schools is excited to provide expanded early learning opportunities through KinderU preschool.

To qualify, children must be at least 3 years old by August 1, 2019, and reliably potty trained by Aug. 12, 2019.

Available options include:

- Title I free KinderU preschool
- Income-qualifying, free KinderU preschool
- Tuition-based KinderU preschool
- Tuition-based Montessori preschool
- Tuition-based KinderU preschool with childcare

Complete the KinderU application to determine the preschool option that best fits your needs at mpsaz.org/enroll/preschool



Performance for Your Post

10,980 People Reached

273 Reactions, Comments & Shares 🗨️

154 Like	94 On Post	60 On Shares
18 Love	14 On Post	4 On Shares
1 Sad	1 On Post	0 On Shares
56 Comments	45 On Post	13 On Shares
42 Shares	41 On Post	1 On Shares

961 Post Clicks

42 Photo Views	137 Link Clicks	762 Other Clicks 🗨️
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NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

<https://www.facebook.com/mpsaz/photos/a.190836740955145/2202196473152485/?type=3&theater>