

**ASPRAtions 2019**  
**Social Media Campaign**  
**Teacher Appreciation Week - Mesa Public Schools**

When planning our 2019 Teacher Appreciation Week social media campaign, we couldn't think of a better celebration than highlighting the outstanding learning happening in our classrooms. Communications & Marketing staff visited several district schools to observe learning and take photos. The result was five days of Facebook posts (with Twitter and Instagram shout-outs) rolling out each day of Teacher Appreciation Week. The posts received high engagement from parents, community members and fellow district educators and employees. In total, the campaign reached over 16,000 people on Facebook with 2,342 post engagements, along with 62 likes on Instagram. It proved a valuable opportunity to celebrate teachers along with promoting quality district programming.

**Links:**

Facebook:

May 6, 2019: [https://www.facebook.com/mpsaz/posts/2272538382784960?\\_\\_tn\\_\\_=-R](https://www.facebook.com/mpsaz/posts/2272538382784960?__tn__=-R)

May 7, 2019: [https://www.facebook.com/mpsaz/posts/2274185912620207?\\_\\_tn\\_\\_=-R](https://www.facebook.com/mpsaz/posts/2274185912620207?__tn__=-R)

May 8, 2019: [https://www.facebook.com/mpsaz/posts/2276002099105255?\\_\\_tn\\_\\_=-R](https://www.facebook.com/mpsaz/posts/2276002099105255?__tn__=-R)

May 9, 2019: [https://www.facebook.com/mpsaz/posts/2277795468925918?\\_\\_tn\\_\\_=-R](https://www.facebook.com/mpsaz/posts/2277795468925918?__tn__=-R)

May 10, 2019: [https://www.facebook.com/mpsaz/posts/2279378148767650?\\_\\_tn\\_\\_=-R](https://www.facebook.com/mpsaz/posts/2279378148767650?__tn__=-R)

Instagram:

May 9, 2019: <https://www.instagram.com/p/BxQokm1hNFq/>

Twitter:

May 8, 2019: <https://twitter.com/mpsaz/status/1126233175393484800>

# ASPRations 2019 Social Media Campaign Teacher Appreciation Week - Mesa Public Schools

**Mesa Public Schools**  
May 6 · 🌐

We're celebrating Teacher Appreciation Week with virtual tours of high-quality teaching and learning happening throughout the district.

First stop is Highland Arts Elementary. According to Principal Christy Cuddy, "Highland Arts is an arts focus school, where we teach academics through the arts. We believe young minds taught to think like artists are inspired to be confident, capable citizens who will be the creators and problem solvers of our world."

### Performance for Your Post

**3,221** People Reached

**283** Reactions, Comments & Shares 📊

<b>140</b> Like	<b>50</b> On Post	<b>90</b> On Shares
<b>118</b> Love	<b>42</b> On Post	<b>76</b> On Shares
<b>14</b> Comments	<b>2</b> On Post	<b>12</b> On Shares
<b>11</b> Shares	<b>11</b> On Post	<b>0</b> On Shares

**818** Post Clicks

<b>392</b> Photo Views	<b>0</b> Link Clicks	<b>426</b> Other Clicks 📊
---------------------------	-------------------------	------------------------------

**NEGATIVE FEEDBACK**

<b>4</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Mesa Public Schools**  
May 7 · 🌐

We're celebrating Teacher Appreciation Week with virtual tours of high-quality teaching and learning happening throughout the district.

Our second stop is at O'Connor Elementary. According to Principal Scott Eshman, "O'Connor Elementary is a community school with a family focus. We serve all students by meeting the needs of the individual and working together."

### Performance for Your Post

**2,514** People Reached

**109** Reactions, Comments & Shares 📊

<b>69</b> Like	<b>52</b> On Post	<b>17</b> On Shares
<b>18</b> Love	<b>10</b> On Post	<b>8</b> On Shares
<b>18</b> Comments	<b>8</b> On Post	<b>10</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

**516** Post Clicks

<b>219</b> Photo Views	<b>0</b> Link Clicks	<b>297</b> Other Clicks 📊
---------------------------	-------------------------	------------------------------

**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

We're celebrating Teacher Appreciation Week with virtual tours of high-quality teaching and learning happening throughout the district.

Today's stop is Poston Junior High. According to Principal Michael Rapier, "Poston Junior High students are hungry for learning and success. Each day, rigorous classes and a variety of extracurricular options prepare our students to succeed in high school."



**Performance for Your Post**

**3,504** People Reached

**264** Reactions, Comments & Shares

<b>158</b> Like	<b>49</b> On Post	<b>109</b> On Shares
<b>79</b> Love	<b>24</b> On Post	<b>55</b> On Shares
<b>15</b> Comments	<b>1</b> On Post	<b>14</b> On Shares
<b>14</b> Shares	<b>9</b> On Post	<b>5</b> On Shares

**951** Post Clicks

<b>375</b> Photo Views	<b>0</b> Link Clicks	<b>576</b> Other Clicks
---------------------------	-------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

We're celebrating Teacher Appreciation Week with virtual tours of high-quality teaching and learning happening throughout the district.

Up next is Patterson Elementary, Home of the Coyotes. According to Principal Nonie Sundve, "From the moment you step on the Patterson Elementary campus to the moment you leave, you'll encounter a respectful, responsible and safe community of learners who take great pride in their school. Every day we uphold our promise of providing the best academic, social and emotional learning environment for all children."



**Performance for Your Post**

**3,887** People Reached

**242** Reactions, Comments & Shares

<b>147</b> Like	<b>51</b> On Post	<b>96</b> On Shares
<b>70</b> Love	<b>24</b> On Post	<b>46</b> On Shares
<b>14</b> Comments	<b>3</b> On Post	<b>11</b> On Shares
<b>13</b> Shares	<b>12</b> On Post	<b>1</b> On Shares

**813** Post Clicks

<b>400</b> Photo Views	<b>0</b> Link Clicks	<b>413</b> Other Clicks
---------------------------	-------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

It's been a fantastic Teacher Appreciation Week! Thanks to all of our students, parents and community members who celebrated our educators through on-site events, gifts and thoughtful words.

We are ending our weeklong Facebook celebration with another virtual tour of engaged teaching and learning at Johnson Elementary.

According to Principal Greg Reid, "Each Johnson student is embraced for who they are and cultivated to maximize on their own respective talents and abilities, resulting in each student blossoming. Johnson is a garden not identifiable by one single flower, but by its complex mosaic of differences all working together to make a thriving ecosystem."



**Performance for Your Post**

**3,350** People Reached

**193** Reactions, Comments & Shares

<b>124</b> Like	<b>40</b> On Post	<b>84</b> On Shares
<b>41</b> Love	<b>13</b> On Post	<b>28</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>8</b> Comments	<b>2</b> On Post	<b>6</b> On Shares
<b>20</b> Shares	<b>15</b> On Post	<b>5</b> On Shares

**553** Post Clicks

<b>228</b> Photo Views	<b>0</b> Link Clicks	<b>325</b> Other Clicks
---------------------------	-------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts