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# WILLIAM PENN SCHOOL DISTRICT

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*Innovation. Opportunity. Success.*

## **PenSPRA Excellence in Communications Contest - Social Media American Education Week Social Media Campaign**

### **I. Overview**

American Education Week (AEW) is a nationwide celebration founded in 1921 to recognize the contributions of public schools and foster community support for education. In 2024, AEW took place from November 18 to November 22, with the theme "Together for Safe, Just & Equitable Schools." The William Penn School District (WPSD) and the William Penn Education Association (WPEA) collaborated to honor educators, staff, students, and families throughout the district.

Our campaign engaged students, families, and staff across all 11 schools through themed spirit days, appreciation efforts, and a district-wide reading initiative. Each day focused on a different aspect of education, from celebrating school pride to recognizing Educational Support Professionals (ESPs) and community leaders.

### **II. Key Campaign Components**

- **Reading Campaign:** A variety of individuals, including Superintendent Dr. Eric Becoats, Cabinet and senior staff, and elected officials such as Senator Tim Kearney and State Representative Gina Curry, participated in reading to or speaking with students in each of our 11 schools.
- **Spirit Days & Appreciation Efforts:** Students and staff engaged in themed dress days and activities highlighting teamwork, school spirit, and educator appreciation.
- **"Why I ♥ WPSD" Contest:** Families participated by sharing what they love about WPSD, with winners selected from each school.
- **Educational Support Professionals (ESP) Recognition:** A special thank-you campaign acknowledged the behind-the-scenes contributions of ESPs.

### **III. Outcomes**

The campaign fostered engagement and reinforced the district's commitment to education, collaboration, and community involvement. The reading campaign, in particular, strengthened relationships between schools and community leaders while emphasizing literacy and student engagement. The Educational Support Professionals video was well received and appreciated by support staff throughout the district and students were excited to participate.

While we did not extensively track analytics, the campaign was well-received across the district, with participation from students, staff, and families in various activities

This campaign successfully highlighted the invaluable role of public education while fostering a deeper sense of pride and appreciation across the William Penn School District community.

#### **IV. Supporting Documents**

- [AEW Planning Document](#)
- [AEW Spirit Week Flier](#)
- [AEW Why I ♥ WPSD Sign](#)
- [AEW WPEA Contest Form: Why I ♥ WPSD](#)
- [AEW WPEA Contest Winners](#)
- [WPSD Website Article AEW Week](#)
- [WPSD Website Article: Contest Winners](#)
- [Education Support Professionals Day Video](#)
- [Education Support Professionals Day Video Script](#)
- [DCIU American Education Week Publication](#)
- [DCIU American Education Week Publication: WPSD Story Contribution re:](#)
- [Superintendent's Student Advisory Council](#)

#### **V. Social Media Content**

##### **Facebook Posts**

- [AEW Kickoff - Superintendent Becoats Reads to Students](#)
- [State Senator Tim Kearney Speaks to Students](#)
- [State Representative Gina Curry Reads to Students](#)
- [Why I ♥WPSD Contest Overview Video](#)
- [AEW Team Spirit Day](#)

##### **Instagram Posts**

- [Superintendent Becoats Read to Students](#)
- [WPSD Students Share What They ♥ About WPSD](#)
- [WPEA President Andrea Fink Shares the List of Contest Winners](#)
- [State Representative Gina Curry Reads to Students](#)
- [State Representative Tim Kearney Speaks to Students](#)
- [AEW Team Spirit Day](#)

#### **VI. Why I ♥WPSD Signage Throughout the District**

We distributed signs to the principals who hung them around the schools. Students and staff alike filled out the signs, giving an IRL component to the school buildings to help celebrate the week, in addition to the district-wide theme days.





