

BLACK HISTORY VIDEO/SOCIAL MEDIA CAMPAIGN:

APS promoted Black History Month with a video and social media campaign, coupled with a web page featuring information about special events and African-American Read-In programs being held at schools throughout the school division during February.

VIDEO/SOCIAL MEDIA COMMUNICATIONS DETAILS & RESULTS:

Video:

Staff shared their reflections on what Black History Month means to them. Darrell Johnson and Dawn Smith in the Department of School and Community Relations collaborated to record and produce these “Black History Month Moments” and all SCR staff supported them in this effort to distribute and promote these staff videos on Facebook, Twitter, and YouTube. The combined campaign generated 27,000 total downloads of video content and 1,723 online views. The table below lists a summary of social media statistics for the campaign.

Date	Staff	Facebook Reach	Facebook Likes/Shares	Vimeo Plays	Twitter (Likes)	Twitter (Re-tweets)
2/1	Career Center Compilation	N/A	N/A	175	12	11
2/2	Jackie Venable	N/A	N/A		3	4
2/3	Robert Johnson	N/A	N/A	28	4	3
2/4	Desiree Alexander	N/A	N/A	15		
2/4	Anthony Lee	N/A	N/A	25	2	1
2/5	Noel Deskins	N/A	N/A		8	5
2//8	Eva Ingram	1526	7 likes	48	1	1
2/9	Bennie Webster Mann	N/A	N/A	25	1	3
2/9	Marcia Richardson	1220	8 likes	19	5	4
2/10	Lisa Styles	1041	3 likes	13	4	3
2/11	James McFail	2213	18 likes	74	2	
2/12	Renita Mathis	992	3 likes	25	3	3
2/15	Sharon Gaston	N/A	N/A	31	2	3
2/16	Jackie Bonner	N/A	N/A	15	4	4
2/17	Stefan Green	4645	28 likes	204	5	7
2/18	Renee Harber	969	11 likes	42	4	4
2/19	Nekya Hall	854	7 likes 1 share	43	4	5
2/22	Marcellious Nesbit-Gaines	262	1 like	20	2	1
2/23	Jackie Portis-Joyner	260	1 like	13	2	
2/24	Carolyn Jackson	1212	7 likes	65		2
2/25	Marcia	870	5 likes	26	2	1

	Richardson		1 share			
2/26	Sharon Gaston	272		13	1	2

Social Media Reach:

Facebook

SCR produced weekly Facebook posts that specifically highlighted Black History Month. The table below shows the content that was posted and the total audience reach for each post.

Date	Quote	Facebook Reach
February 8	The future belongs for those who prepare for it today.	3140
February 15	Lewis Latimer: Like the light of the sun it beautifies all things on which it shines	2634
February 22	It's always seems impossible until its done	2158
February 29	The true worth of a race must be measured by the character of its womanhood	1772

Twitter Reach

SCR promoted Black History Month with two unique hashtags.

- #APSVABlackHistory2016 hashtag reached 15,864 Twitter accounts with 37 tweets by 20 contributors.
- #BlackHistory2Me hashtag reached 9,136 Twitter accounts with 18 tweets by 6 contributors.