



HAMILTON SCHOOL DISTRICT #3

SOCIAL MEDIA STRATEGY

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ABOUT

Hamilton School District #3



Hamilton School District is located in the Bitterroot Valley in Hamilton, MT.

Mission Statement

"With a tradition of excellence, Hamilton School District #3 (HSD#3) has strived for decades to maintain a leadership role in educational excellence. We are focused on continuous improvement and over-delivering on the valued support of the community." The HSD#3 slogan is "our kids, our schools, our town." The HSD#3 mascot is the Hamilton Bronc.

Schools & Enrollment

Hamilton K-12 Schools contains 4 schools. Those schools are Hamilton High School, Hamilton Middle School, Daly Elementary School, and the Washington Learning Center where the Early Kindergarten, Pre-School, and Transformational Learning (online learning) programs are housed.

As of March 2022, there are 1,599 students enrolled in the district. The district's minority enrollment is 10%. Also, 35.4% of students are economically disadvantaged.

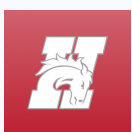
Finances

Hamilton K-12 Schools spends \$10,324 per student each year. It has an annual revenue of \$17,318,000. Overall, the district spends \$6,225.9 million on instruction, \$3,642.4 million on support services and \$386.4 million on other expenses.

Communication

District communication ramped up in 2020 at the start of the COVID-19 pandemic. Prior to this, HSD#3 maintained minimal presence online through the website and Facebook page. In March 2020, the district hired a Communications Director. The role of the Communications Director is to enhance the relationship of the district with staff and the community. The district now has a new website and enhanced social media presence on Facebook, Twitter, Instagram, and YouTube.

You can keep up with HSD#3 on social media by clicking the buttons below.



SPRING 2023 BOND



Hamilton School District #3

Hamilton School District #3 needs a new middle school (HMS). The school is currently housed in the old high school, which was built in 1929. It has been through many additions, with major ones in 1964 and 1977. Today, there are 477 students enrolled at HMS. The current high school building also needs upgrades to keep up with growth. Currently there are 533 students at the high school (HHS) with enrollment growing each year. HSD#3 will be asking the community to vote yes for a bond on May 9, 2023.



HSD#3 is working with A&E Architecture in Missoula, MT in developing the future vision of HMS and HHS. This includes a plan to build a new middle school on the high school property. A&E has also developed plans for a new main entrance to HHS which will improve safety and day to day operation of the school, gym, and performing arts center.



Bitterroot College (BVCC) has been leasing facilities and property known as Westview from HSD#3 for the past several years. The college recently passed a mill levy to keep the community college afloat. BVCC is asking to purchase Westview, and two other properties owned by the district. The cost is \$20 Million.



Initially the cost of a new middle school combined with improvements to the high school would have cost taxpayers \$50 million. Thanks to a successful campaign by BVCC the district will be able to offset the ask of the bond to \$30 million. HSD#3 will focus on this being a win-win for the community. BVCC will be able to provide continued education in the valley and the district can offer 40% off the bond.



The district should emphasize other issues the bond can help solve. Currently the district has excess properties. A new middle school on the high school grounds will consolidate properties to become a central location. The district would be entirely on the same side of town. Housing has also become an issue in the community. BVCC plans to turn purchased properties into housing for students which would free up rental space in town.

AUDIENCE



Hamilton School District #3

A school bond campaign is complex. There are many stakeholders which means the districts audience is extremely diverse. Stakeholders are those that have an interest in or concern about a specific organization. HSD#3 stakeholders are those who have vested interest in the success and welfare of the school system. These stakeholders want their work to have a positive impact on the local education system. For these reasons HSD#3's primary audience includes school board members, administrators, staff, parents, students, and local business owners. The secondary audience will be homeowners.

Primary

School Board Members, Administrators, Staff, Parents, Students, Local Business Owners



If we don't have our primary audience, nobody else cares. That is the bottom line when it comes to our primary audience.

- **School Board members** are advocates. They will conduct community surveys to understand where support lies. They will participate in citizen-run campaigns to encourage the community to vote yes.
- **Superintendent & Administrators** will help the school board identify staff, parents, and other community members who should be involved in the campaign planning and process. They will also provide bond information to staff, parents, and community groups. They must be prepared to answer questions. They will also assist in voter registration efforts and provide opportunities for public discussion of the bond.
- **Staff (classified & certified)** must know about the bond and be prepared to answer student, parent, and community questions. They can volunteer to work with citizens advocacy campaigns.
- **Parents** must also know about the bond and be prepared to answer questions. Parents can volunteer to take on leadership roles within community run advocacy campaigns.

AUDIENCE



Hamilton School District #3

Primary Audience continued...

- **Students** that are high school age (15-18) can be involved. Students in journalism and video production classes can volunteer to produce videos about the bond measure. Students can also push for voter registration among 18-year-olds by holding a "voter registration drive." Students can also volunteer to reach out to alumni to encourage support.
- **Local Business Owners** who strongly support school bonds have a major influence on the community. Having a school system that people can feel good about is important when it comes to hiring employees. It also means more people will choose to move to a community over a neighboring towns if the schools are better. This brings in more business. Local business owners should be educated on the bond and prepared to answer questions as well organize advocacy campaigns.

Secondary

Homeowners



The tax burden can vary wildly, depending on such things as property values, number of property owners in a district, the amount of the bond, and the kind of deal the school district negotiated. When school districts issue bonds it is the homeowners who foot the bill. It is critical to have Hamilton homeowners on the districts side.

- Throughout the bond campaign HSD#3 will promote community gain that will be accomplished if the bond passes. This includes a community college with a central downtown location thanks to BVCC's purchase of Westview, campus housing for college students which will free up housing options in town, 40% discounted bond, HSD#3 will be on the same side of town, newer and safer facilities.
- Supportive homeowners should be educated on the bond and prepared to answer questions. They can take part in advocacy campaigns and encourage other homeowners to support the bond.

COMPETITORS

Hamilton School District #3



As the start date of the campaign gets closer, the district will need to investigate what other organizations will be asking taxpayers for funding. Our competitors will be those organizations. HSD#3 will still consider neighboring schools.

Montana provides a unique opportunity for parents. The state allows each district to set its own open enrollment policies. Open enrollment refers to whether parents can choose to send their children to any public school, regardless of where it is located. This is a valuable form of public school choice, widening parents options and ensuring that their zip code isn't the sole determiner of their education. This means the 14 public schools and 4 private schools in the Bitterroot Valley compete for enrollment. Currently, Hamilton School District #3 is leading the pack with enrollment numbers and steadily gaining. The district credits this to increased educational offerings, a solid reputation, and innovative thinking through its Transformational Learning Program (online learning).

The districts biggest competitors are the following schools:

Corvallis School District #1



Corvallis School District is the neighboring district to the north and our main competitor. The school's mascot is the "Blue Devil." Fiscal data for the 2020-2021 school year shows total student enrollment at 1,264. The district is facing layoffs of up to 12 teachers in the future and will most likely be looking to the community for financial support in the next two years. The school district is active on its website, Facebook, and Twitter accounts. The district has recently started a podcast called "The Devil's Advocate" which can be accessed on Spotify.



Stevensville Public Schools



Stevensville Public Schools would be the second largest competitor. The school's mascot is the "Hornet." Fiscal data for the 2020-2021 school year shows total student enrollment at 1,185. The district is approximately 20 miles north. The school district is active on its website. The district has a Facebook account, but it is not utilized. There are a few inactive accounts associated with the school on Instagram.



SOCIAL AUDIT



Hamilton School District #3

HSD#3 is active on Facebook, Twitter, Instagram, and YouTube. The district relies on Facebook as its main platform and manages other channels less frequently. In January 2022 HSD#3 launched a new website and app which can be used to cross-post content to all social media platforms. This is an audit of the social media platforms currently in use.



@HamiltonSchoolDistrict3

Page Likes: 1.4K

Followers: 1,805

#GoBroncs

#BroncFamily

#BrongStrong

Post Frequency: 1-2x/day and at least 5x per week

Content: Need to know info, upcoming events, photos, produced videos, sharing post (content curation).

Purpose/Performance: HSD#3 uses Facebook to directly communicate with students, parents, and the community. The use of Facebook increased drastically in March 2020 when the COVID-19 pandemic hit. It has become a hub of communication surrounding the district. Facebook provides HSD#3 with the highest amount of social media engagement in terms of likes, reactions, comments, and shares. The district is not using stories.



@HamiltonSchool3

Followers: 35

Following: 106

GoBroncs

BroncFamily

BrongStrong

Post Frequency: 1-3x/week

Content: Quick need to know information, infographics, events, photos, video links.

Purpose/Performance: HSD#3 uses Twitter sporadically. It appears to be an afterthought when it comes to utilizing the platform. The frequency and usage have increased since January 2022 due to the launch of the district's new website that allows for cross-posting. When used, the tweets are designed to drive traffic to the website. There is little to no engagement with users.



@hamiltonschooldistrict3

Followers: 100

Following: 51

GoBroncs
BroncFamily
BrongStrong

Post Frequency: 1x/week - Sporadic

Content: Photos, infographics for events & need to know info, promotional photos

Purpose/Performance: HSD#3 has an Instagram account to interact with the younger demographic.

The district remains relatively inactive on Instagram and is not using the platform to its full potential.

There is no clear strategy in place to utilize the potential of this platform. The district is not using stories.



Hamilton Schools

Subscribers: 59

Total Views: 8,867

Post Frequency: 2-3x/month

Content: Promotional videos, news-style videos about HSD#3 happenings and events.

Purpose/Performance: The HSD#3 YouTube channel is used to share news style stories about what is going on throughout the district. It was created in March 2020 during the COVID-19 pandemic to assist the district in getting information out to students, parents, and the community. Over the past year it has been used as a place to post video content that is usually embedded on the HSD#3 website or shared on other platforms.



Hamilton School District 3

Followers: 13

Post Frequency: Unclear - there are no posts

Content: Unclear - there are no posts to understand how the platform is intended for use.

Purpose/Performance: There is no clear purpose for the HSD#3 LinkedIn account. It is unclear when the platform was initially utilized and what the intent was. It is also unclear who the account owner is.

SWOT

Hamilton School District #3



STRENGTHS

- **Reputation:** HSD#3 is ranked in the top 3 best high schools in the state. Named "Bitterroots Best Employer" in 2021.
- **Brand Voice:** The district voice is informative, inclusive, supportive, proud, and enthusiastic.
- **Response Time:** HSD#3 is quick to answer questions and engage with users.
- **Innovative leaders:** Forward thinking Superintendent willing to invest resources into social media.
- **New Website & App:** Allows for direct communication and cross-posting to all social media platforms.

OPPORTUNITIES

- **Video Content:** Communications Director is experienced in video production and has equipment to produce high quality content.
- **Student Content:** Multimedia Storytelling students can produce video content.
- **Social Media Training:** The new website allows for multiple users to create posts that can be shared on social media platforms.
- **Emerging Platforms:** HSD#3 can utilize TikTok. The platform is highly popular among students, teachers, and the community.

WEAKNESSES

- **Communication:** General lack of communication from administration to Communications Director.
- **Goal Confusion:** No plan in place for utilizing social media platforms.
- **Twitter & Instagram:** Posting to these platforms is sparse and irregular. Users have no reason to come back.
- **YouTube:** Should be used more frequently to promote video content. Currently not posting enough.
- **Unmanaged Social Media Accounts:** Schools have separate social media accounts that sit stagnant. Can be confusing to the audience.

THREATS

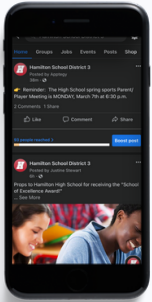
- **Politics:** The political climate is divisive and hostile. HSD#3 got backlash during the pandemic due to COVID-19 precautions and masking requirements.
- **Housing Market:** Massive growth in the number of people moving to Hamilton. This has created a severe housing crunch.
- **Inflation:** There is currently a progressive increase in the price of goods and services. This will make passing a bond a big ask.
- **Job Market:** HSD#3 has a number of employment opportunities and not enough qualified applicants.

RECOMMENDATIONS



Hamilton School District #3

Identify Supporters for UGC



HSD#3 has parents, community members, alumni, and local business owners who strongly support the district. These individuals donate to the school, contribute to scholarships, sponsor events, and volunteer time. They will act as a social media torch as the district moves forward with the campaign. UGC will be used to share testimonials on Facebook, Twitter, Instagram, and TikTok about the district. UGC will showcase reasons why the community should support districts aspirations.

Identifying HSD#3 supporters to produce UGC will help create positive conversation about the district on social media.

Explore New Platforms



HSD#3 has primarily focused on Facebook as its main social media platform. The district has been inconsistent on Twitter, Instagram, and other popular platforms. It is time to branch out and utilize new and emerging platforms like TikTok to reach our audience. The districts primary demographic is women ages 35-44. This demographic can be found on more places than Facebook. The district needs to explore and plan ways to engage with people on popular new platforms.

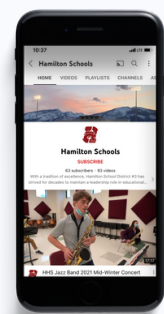
Stories Saturate



Stories are a great way to reach people without interrupting social media feeds. They offer an opportunity to give a slightly different glimpse and behind the scenes footage into a person, business, or organization.

HSD#3 should utilize stories on Facebook and Instagram throughout the campaign.

More Video Content



Video is an essential element to any social media campaign. Visual content is more likely to be viewed and shared. Video is easy to consume and drives conversation by creating more unique messaging. HSD#3 should look to video-storytelling content as a major part of the social media campaign.

Increase Use of District App



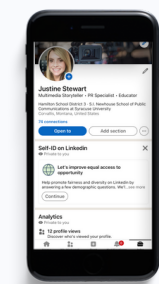
Generate more traffic on the HSD#3 app by creating interaction. Post to the app live feed often. Send out push notifications when appropriate. The app can also be used to link users to social media accounts. The app can be used to promote the district presence on our website and social media platforms.

Campaign Slogan/Hashtag

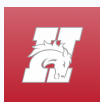


As HSD#3 prepares a social media campaign to pass a bond it will be important to create a campaign slogan and utilize hashtags. The community needs to be able to clearly recognize the HSD#3 brand and campaign. They also need to be able to identify daily posts from bond campaign posts.

Look to LinkedIn



The district should develop a professional presence on LinkedIn to strengthen its reputation. In 2021 HSD#3 was named the “Bitterroot’s Best Employer.” This was minimally promoted. By creating a professional presence on LinkedIn, the district increases the odds of recruiting quality candidates.



STRATEGY



Hamilton School District #3

It is not an ideal time to be asking taxpayers for more money. The pandemic created a housing crisis, gas prices are skyrocketing, the price of everything is up, and there is no relief in sight. Several years ago, comparing the cost per household to a cup of coffee might have worked. Today, you can't get a gallon of fuel for that. Even if the community sees the need, they will likely feel hesitant during difficult economic times.

HSD#3 will need to ease the community into the bond. The district will do this by starting off slow in January 2023. The district will want to put the bond on everyone's radar by sharing details about the proposal while building up to the main ask. The more aggressive campaign push will begin in March 2023. It will be important to be transparent, informative, and responsive about every detail. If the community feels as if the information being presented is straight forward, accurate, and honest they are more likely to feel positive about the bond.



The HSD#3 App provides the district with an exclusive social media platform to reach our most supportive and involved audience. Through the app we can send out push notifications and text alerts. The district will use this feature to direct users to other social platforms for content as well as provide content. The district will also provide detailed bond information on the website and app.



Facebook will be the districts primary social platform throughout the bond campaign. It is an ideal platform to post video content, photos, stories, infographics, and more. Video content can be shared as links from the HSD#3 YouTube account. The district will also utilize the LIVE feature on Facebook for meetings and Q&A sessions. The district will make sure response rate to followers remains high.



Instagram is highly popular among students and younger community members. The district will utilize stories and post photos using the hashtags #GoBroncs, #BroncStrong, #BroncFamily, #VoteYESHMS, and VoteYESHHS to engage with and educate users throughout the campaign. The goal will be to connect through hashtags and generate support for the bond.



Hamilton School District #3

User generated content (UGC) is content related to the brand on social media that is created by someone else. These people interact with the brand in the form of generic posts, video, stories, photos, and more. UGC is somewhat like Influencer marketing in the way it can generate more interest and conversation than traditional ads. The difference is that it is not paid and more spontaneous in nature. It can also be considered more authentic.

HSD#3 will utilize UGC by identifying teachers, students, alumni, community leaders, and local business owners who support the bond and are willing to be a part of the campaign.

Teachers: HSD#3 teachers have insider knowledge and a deep understanding of the issues schools face. Teachers can share photos, videos, and stories on Facebook and Instagram to give the community a first-hand look at the WHY behind the bond.

Students: The reason for the WHY is students. HSD#3 wants to continue to provide a first-class learning environment for our students. Student UGC should focus on the positive learning experiences at the district.

Alumni: Local HSD#3 alumni are strong supporters of the district. They often hold events in our buildings and share content from our social media platforms. Alumni UGC will focus on why the community should support the districts bond request.

Business Owner: Hamilton business owners are interested in the success of the community to keep business booming. They are also looking to hire quality employees. UGC from local business owners should focus on why it is important to support quality education and building improvements.

Community Leaders: Community leaders want to see the community they represent succeed. That starts with education. UGC from well liked community leaders will help make the districts supportive bond audience larger.

UGC content should include the hashtags: #GoBroncs, #BroncStrong, #BroncFamily, #VoteYes #VoteYesHMS, #VoteYesHHS, #teachersbehindthebond

OBJECTIVES & TACTICS



Hamilton School District #3

Objective #1: Increase inquiries and engagement by from HSD#3's primary audience by March 1st, 2023.



This will get our primary audience engaged with promoting and generating support for the bond as we move closer to election day.

Tactic #1 A: Create new video & infographic content once a week about the WHY behind the bond. Post this content to Facebook, Instagram, and other platforms. Video will be uploaded to YouTube and shared.

Tactic #1 B: Reach out to members of HSD#3's primary audience who are willing to re-share content to their personal pages and community group pages.

Tactic #1 C: Set aside 1 hour each day to respond to post comments and interactions. Also check social media insights.

Objective #2: Drive website & App traffic. Increase traffic by 15% by March 15th.



Our primary and secondary audience along with community members and the media will be able to find detailed and transparent information on the bond at hsd3.org.

Tactic #2 A: Publish articles to hsd3.org 3x a week. Send out push notifications through the app to notify users.

Tactic #2 B: Send people to the website by sharing links on Facebook and Twitter.

Tactic #2 C: Set aside 30 minutes a day to measure referral traffic and bounce rates using Google Analytics.

Objective #3: Increase UGC content on all social media platforms by 50% by April 1st.



UGC content from our primary audience will help generate positive feelings of support towards the bond.

Tactic #3 A: Reach out to identified users producing UGC in support of the bond and encourage an increase in posts to social media.

Tactic #3 B: Re-share UGC to district social media platforms

Tactic #2 C: Set aside 1 hour each day to interact with UGC content in the form of shares, likes, and commentary. Note number of interactions from community.

EVALUATION



Hamilton School District #3

Throughout the campaign it will be essential to evaluate SMART goals and the tactics behind them to make sure they are working.

Engagement

Keeping track of engagement will be something the HSD#3 Communications Director will do daily.

This is the initial #1 objective for our primary audience. The district will keep track of comments, conversations, shares/retweets, mentions, and tags on social media posts. As long as it is positive, it is something the district will want to see increase with each passing week of the campaign.

Awareness

The district will want to know who is consuming campaign content on social media. The district will need to track the number of impressions on social media platforms. The Communications Director will use social media analytics tools. If the district sees a spike in followers on a certain day or time it will be easy to identify what post resonated with the audience.

Website Traffic

Social media is a great way to share website links and generate website traffic directly through them.

The link clicks and shares can be tracked through the district website analytics. The information will show the number of clicks on each platform and traffic that is generated. It should be noted that not all "clicks" are an accurate representation of traffic as some people leave a page before it loads.

Sentiment

Clicks, likes, shares, and mentions won't paint the entire picture of how the bond campaign is being received. HSD#3 will need to make a social media sentiment analysis at various points throughout the campaign. This will help determine how people are feeling about the campaign. This will require social media listening. The HSD#3 Communications Director will need to spend at least 2-3 hours a week measuring sentiment on Facebook, Instagram, and Twitter. It might be worth while to use a platform like "Brand24" which groups negative and positive mentions."

CONTENT CALENDAR



Hamilton School District #3



[View the full content calendar here](#)

The 30M bond will go to voters on May 9th. In early March the district will increase frequency of campaign posts. The campaign will have already made a lighter social media appearance earlier in the year.

Go with the flow

HSD#3 will maintain a regular posting schedule while incorporating the bond campaign seamlessly into the flow. The goal is to generate positive emotions about building a new middle school and making upgrades to the high school without completely overwhelming the audience.

Stick with the Season

Given the timing, HSD#3 will utilize seasonal school activities and events to showcase facilities which were built thanks to community support. The district should showcase what taxpayer contributions can do. Not only for the student body but also the community. Being able to host large events brings in revenue for local business owners.

Up the UGC

UGC will ramp up. It will come from alumni, local business owners, community leaders, teachers, and students. This type of campaign content may be what that stands out the most as these district advocates share personal stories about why they support the bond.

Problems & Feedback

HSD#3 will include a few posts that illustrate the good and bad issues with the current middle school and High School. The district will explain the reasons behind the bond. This includes promotion of Facebook Live Q&A's, open house opportunities, and UGC posts showcasing reasons to support the school district.

Hashtags & Shares

HSD#3 will utilize specific bond hashtags. Shared posts will take users to the district website, the local newspaper, or local news stations when appropriate.

SAMPLE POSTS



Hamilton School District #3



Hamilton School District #3
★ Favorites • 2h

Thanks to the BVCC purchase of Westview we can build a new middle school and make improvements to the high school at a reduced cost!

👉 Visit hsd3.org/2023bond for voter information.

#VoteYesHMS #VoteYesHHS #BroncFamily #BroncStrong #BVCC



 301

274 Comments 47 Shares

 Like  Comment  Send

Facebook Post - Photo

HSD#3 wants to highlight BVCC's purchase of Westview because it allows the district to reduce the cost of the bond.



Hamilton School District #3
★ Favorites • 1h

Our teachers support the bond.
[#VoteYesHMS](#) [#VoteYesHHS](#) [#teachersbehindthebond](#)



Melanie Davis
2d • 🌐

We will always LOVE this historic building. But - it's time.
[#VoteYesHMS](#) [#teachersbehindthebond](#) [#BroncStrong](#)



 90

83 Comments 27 Shares

 Like  Comment  Send

Facebook Post - UGC Share

Shared UGC from a district teacher who supports the bond. It gives the districts audience a look inside the middle school.



Hamilton School District #3
★ Favorites • 4h

As requested...
TONIGHT (3/25) our School Board will take your questions LIVE in-person and online about the 2023 Bond during a Q&A session.
👉 At Washington in room 13 @ 6:30PM.
[#VoteYESHMS](#) [#VoteYESHHS](#)

 87

48 Comments 91 Shares

 Like  Comment  Send

Facebook Post - Social Listening

The district anticipates many questions, concerns, and comments when it comes to the 2023 bond. It will be important to maintain an open and honest relationship with the audience and all voters. By listening to their "asks" and providing results the district will increase positive feelings about the social media campaign.

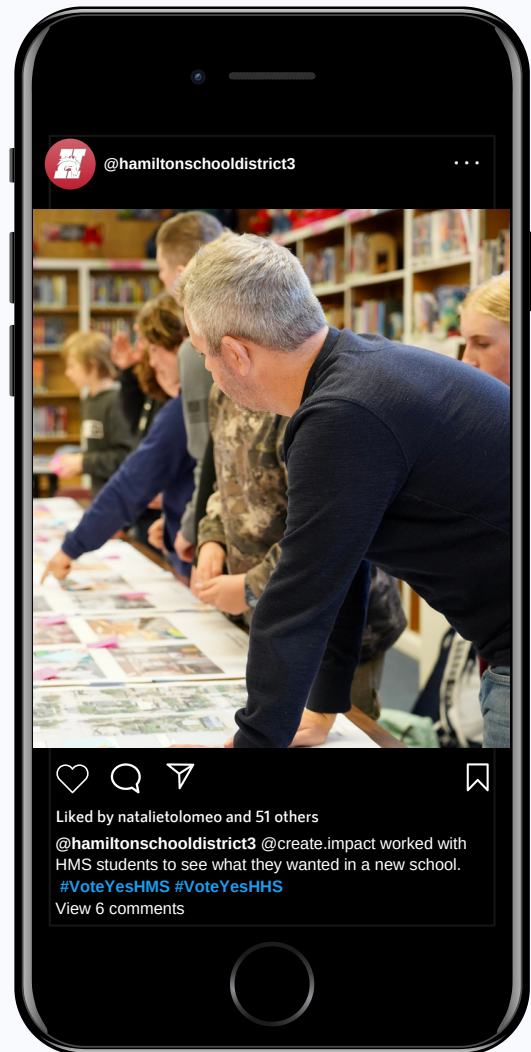
SAMPLE POSTS

Hamilton School District #3



Instagram Stories Post

HSD#3 will utilize stories on Instagram and Facebook. In this Instagram stories post the district illustrates the WHY behind the bond. The "pod" at HMS is deteriorating. A good way to showcase the district needs during a campaign is through real visuals that tell a story.



Instagram Photo Post

HSD#3 is working with A&E Design which is known as @create.impact on Instagram. This post shows off a photo of architects working with middle school students on the design for a new school. This shows the community our primary audience matters, and the district wants feedback.

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IMAGE CREDITS

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Page 4: BVCC Logo, Property of Bitterroot Valley Community College

Page 7: Corvallis School District Logo, Property of Corvallis School District

Page 7: Stevensville School District Logo, Property of Stevensville School District

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