



COMMUNICATIONS IN DISTRICT 25

UPDATE

April 2022
Adam Harris
Head of Communications & Storytelling



A stylized 3D logo for District 25. It features a large, bold, black letter 'D' that frames a blue and black geometric structure. The structure consists of a blue rectangular block with a black '5' on its side, and a black rectangular block on top of it. The entire logo is set against a light gray background.

COMMUNICATIONS IN DISTRICT 25

This presentation will cover:

1. New District 25 logo & colors
2. Upcoming new website template
3. Social Media | Analysis & Statistics
4. New Content Themes from 21-22
 - a. #d25Features
 - b. District 25 Dish | every 2 weeks
 - c. IG

NEW DISTRICT LOGO



NEW DISTRICT 25 LOGO



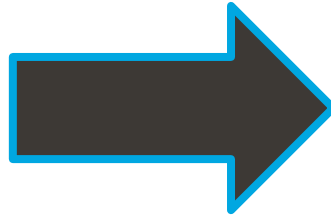
Before we get to the fun part...

- Project in the works since 2018
- Goal was to create something that told our story (gave us an identity)
- No better time than the present:
 - as we begin full implementation of the new Strategic Plan.
 - all our schools have intentionally designed logos/branding.
 - branding is more important now than ever.
- Several designs, feedback, and redesigns before....

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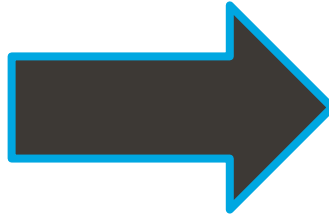
NEW DISTRICT 25 LOGO



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NEW DISTRICT 25 LOGO



NEW DISTRICT 25 LOGO



Nod to our old logo:

- A - H
- #25
- Blue color palette

Tells a story:

- Modern take on a school house
 - connected to roots yet always moving forward
 - Inviting
- Arrow pointing up
 - always looking forward, raising our bar
 - reach for the sky



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NEW DISTRICT 25 LOGO



Dyden



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Greenbrier



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Ivy Hill



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Olive



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Patton



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

South



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Thomas



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Westgate



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Windsor



ARLINGTON HEIGHTS
SCHOOL DISTRICT 25

Color palette = Versatility



CHARCOAL
PMS: BLACK 7
CMYK: 65-60-65-55



CYAN
PMS: 2995
CMYK: 82-12-0-0



GRAY
PMS: Cool Gray 1
CMYK: 14-10-12-0

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NEW DISTRICT 25 LOGO



It took a team...

Tom Riesing


- Community member
- Grew up in d25
- Husband to d25 teacher at Dryden
- Designed all our school logos
- Designs INSIGHT magazine

Cabinet team

Communications Assistant, Inana Zomaya

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NEW WEBSITE TEMPLATE

25

NEW WEBSITE TEMPLATE



Our website is a resource:

- for current parents
- for potential residents
- for future parents

I look at our website like a “billboard” or an advertisement for our District. We are judged immediately by our community and potential residents on our website.

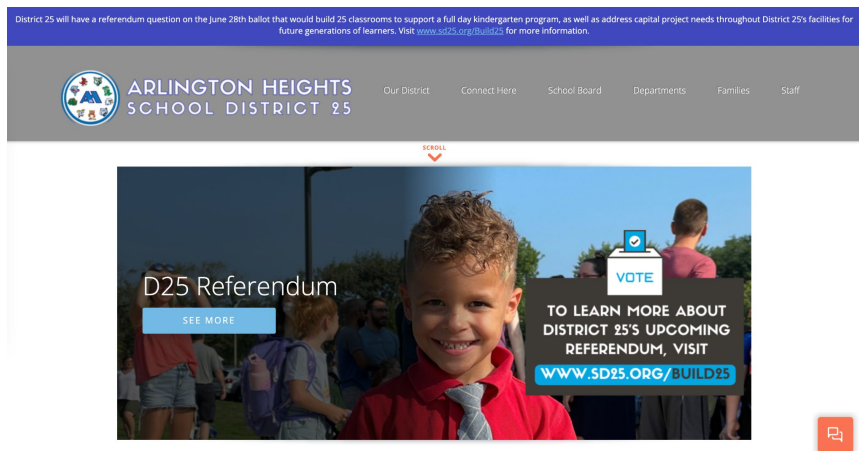
NEW WEBSITE TEMPLATE



Website remodel complete in Aug 2016

What we are going for:

- Simple
- Confident
- Not flashy, yet engaging
- Intuitive navigation
- Tells our story



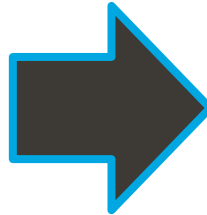
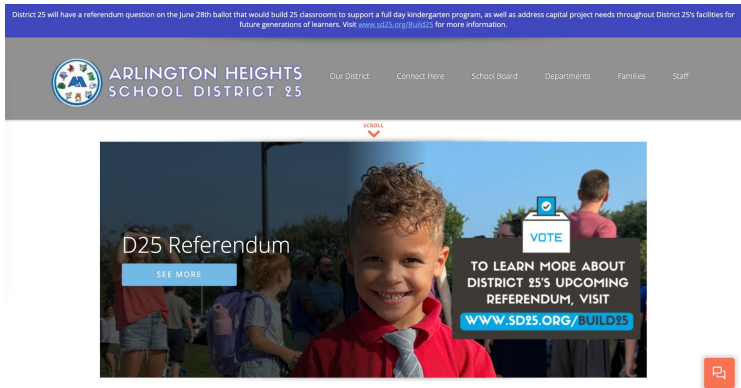
Why the “face lift”?

- Don't wait too long this time
- Gradual change for our community
- Adapt to the way the public navigates the web

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NEW WEBSITE TEMPLATE



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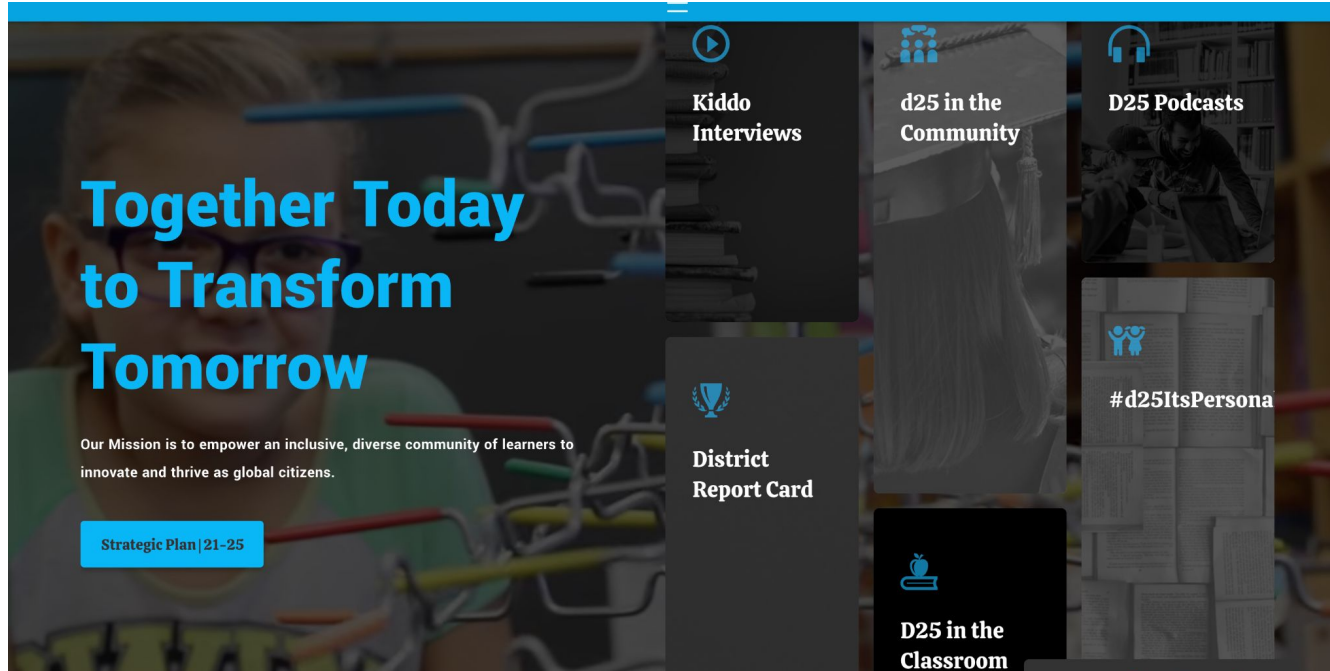
NEW WEBSITE TEMPLATE



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NEW WEBSITE TEMPLATE



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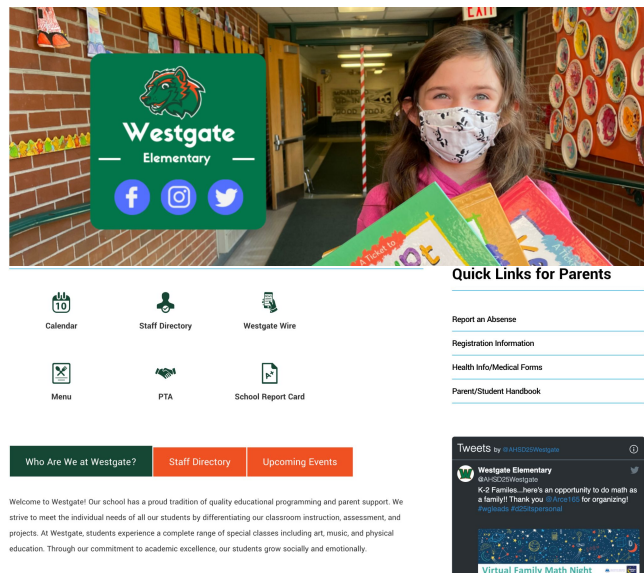
NEW WEBSITE TEMPLATE



Notable change -> eliminate separate school sites

- Give each school real estate under the main District site
- Most content is housed on our District website
- Streamlined upkeep
- Parents can access same information, more easefully
- Save \$ annually

Website remodel expected to be completed
by Aug 2022
(ready for 22-23 school year)



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SOCIAL MEDIA ANALYSIS AND ENGAGEMENT

SOCIAL MEDIA ANALYSIS



FACEBOOK

@ahsd25 | fb.com/ahsd25



TWITTER

@ahsd25 | twitter.com/ahsd25



INSTAGRAM

@ahsd25Social | ig.com/ahsd25social

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SOCIAL MEDIA ANALYSIS



Established: July 2015

Total page followers: 3,375 (791 increase since 2019)

Total page likes : 2,937 (1,068 increase since 2019)

In the last 28 days:

- Our Facebook account has reached 9,741 people.
- Post engagements 770
- 18 new followers

How we use it:

- Open a window to the classroom
- Like a second website - billboard
- Establish an online community

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SOCIAL MEDIA ANALYSIS



Most popular 21-22 posts | 10.6k-13.2k people reached

Arlington Heights School District 25 posted a video to playlist **Learning in D25**.
Published by Inana Zomaya · December 1, 2021 ·

Ms. Christus' class school plays.

These fifth graders at Ivy Hill put on their variation of the 'Coming to America' play. They learned about immigrants and what the process of coming to America was like.

Take a look at what they had to say! [#D25ItsPersonal](#) [#LearningInD25](#)



13,209
People reached

592
Engagements

Boost post

Arlington Heights School District 25 posted a video to playlist **D25 Features**.
Published by Inana Zomaya · February 18 ·

At District 25, we're all about being personal and doing things from our heart.

This District 25 Alumna discovered her heart problems in the 5th grade with the help of one of our teachers. Years later, she's back at Greenbrier to share her story and inspire everyone to stay healthy and participate in the Kids Heart Challenge! [#d25itspersonal](#)



10,695
People reached

639
Engagements

Boost post

SOCIAL MEDIA ANALYSIS



Online Community

Arlington Heights School District 25
Published by Inana Zomaya · December 13, 2021 · ...

"Mr. Frank is kind, helpful, and our super hero!" 🦸🏻☀️

Congratulations to Frank Rojas, Windsor's Head Custodian, for receiving this year's Arlington Heights Heroic Hearts of Gold award! 🏆

Mr. Frank is loved by... everyone! Especially the kiddos at Windsor. Take a look at what they had to say about Mr. Frank.



1,732 People reached 298 Engagements [Boost post](#)

77 13 Comments 1 Share

-  **Jen Grimaudo**
Mr. Frank is amazing. The kiddos all love him. We are so lucky to have such a kind soul. ❤️
[Love](#) [Reply](#) [Hide](#) 17w
-  **Allyson Jannotta**
This is so sweet and so deserved!! ❤️
[Love](#) [Reply](#) [Hide](#) 17w
-  **Ann Williams**
Yay!!!! So deserving!!! ❤️
[Love](#) [Reply](#) [Hide](#) 17w
-  **Shelley F**
Yey and congrats to Mr. Frank! Simply the best! ❤️ 2
[Love](#) [Reply](#) [Hide](#) 17w
-  **Christine Como**
Grace puts in her 2cents!! 2
[Love](#) [Reply](#) [Hide](#) 17w
-  **Amy Stoltman Ksiazk**
Yay!!! Congrats to Mr. Frank, he's the greatest! ❤️
[Love](#) [Reply](#) [Hide](#) 17w

-  **Julie Kertz Paxson**
Mr. Frank is the best!!!! ❤️
[Love](#) [Reply](#) [Hide](#) 16w
-  **Kimberly Dierks Chung**
Congratulations Mr. Frank! ❤️
[Love](#) [Reply](#) [Hide](#) 17w
-  **Cris Scaravalle**
Congratulations! Well deserved Mr. Frank! ❤️
[Love](#) [Reply](#) [Hide](#) 17w
-  **Jennifer Licato**
Congrats, Mr. Frank!! You're the best! ❤️
[Love](#) [Reply](#) [Hide](#) 17w
-  **Jodi Busse Cyr**
Well done, Mr. Frank. A legend at Windsor! ❤️
[Love](#) [Reply](#) [Hide](#) 17w
-  **Barbara Styczen**
Congratulations Mr Frank !!! ...
[Love](#) [Reply](#) [Hide](#) 17w
-  **Yadira Herrera**
Congratualions Mr. Frank ❤️
[Love](#) [Reply](#) [Hide](#) 17w

SOCIAL MEDIA ANALYSIS



Established: June 2010

Total page followers: 3,644 (1,060 increase since 2019)

In the last 28 days:

- 11.4k tweet impressions
- 412 impressions per day
- 2,604 profile visits
- 105 mentions

How we use it:

- connects our Schools, teachers, staff members, & Admin.
- EASY & Quick - real time updates from our staff.
- Idea generation, colleague support & celebration
- Parents can also easily follow along throughout the day

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SOCIAL MEDIA ANALYSIS



Top tweet of 21-22 | 7,827 impressions

D25's "Our Why" Video



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SOCIAL MEDIA ANALYSIS



Established: August 2021 (completely run by Comms Assistant)
Total page followers: 778

In the last 90 days:

- Our posts have reached 1,618 accounts
- Our stories have reached 632 accounts
- Our videos have reached 417 accounts

How we use it:

- Visual medium - using high quality visuals to communicate what it feels to be a student, staff member, community member in D25.
- Tell stories through IG stories
- Quick turnaround

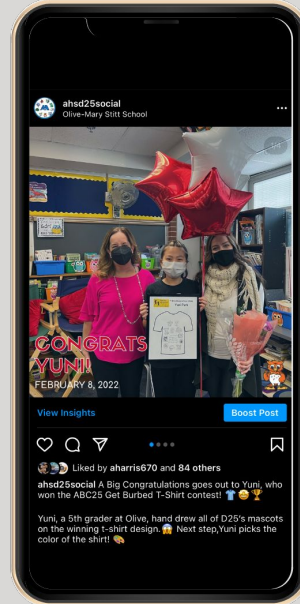
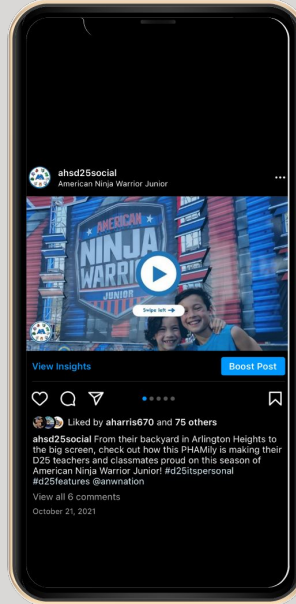
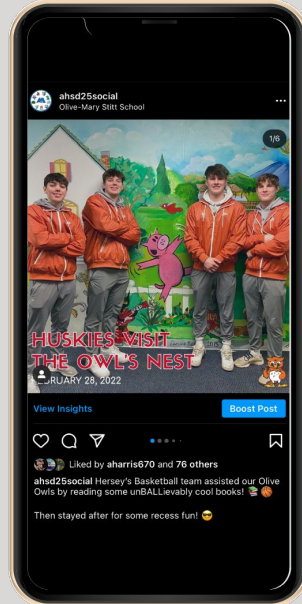
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SOCIAL MEDIA ANALYSIS



Most LOVED posts



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SOCIAL MEDIA ANALYSIS



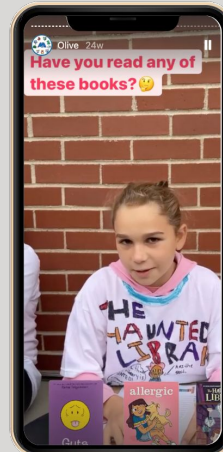
Coverage via IG Story



Mr. Frank's surprise parade



Walk to School PTA Event



T-Shirt Book Talk



Surprise Welcome to Our GB Staff

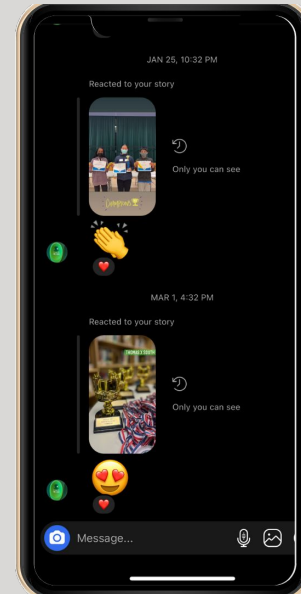
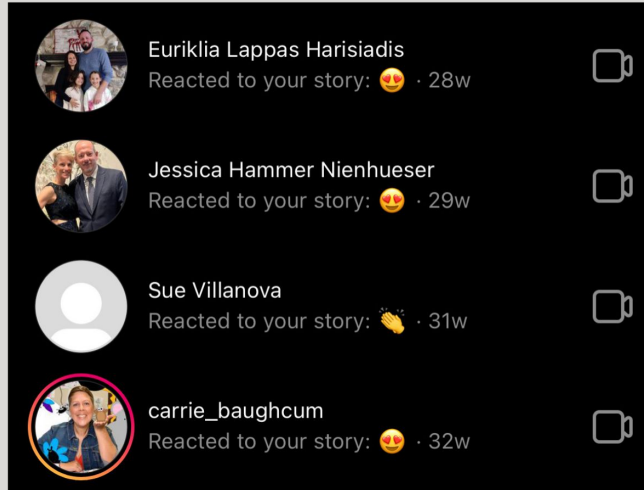
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SOCIAL MEDIA ANALYSIS



Community reaction to our stories



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SOCIAL MEDIA ANALYSIS



FACEBOOK

Well established - continue to lean on this as our most consistent platform.



TWITTER

SUPER proud of our staff | District recommitment to our Twitter.



INSTAGRAM

GROW, GROW, GROW! It's where future parents are going to be.

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The background features a large, light gray watermark of the University of Twente logo, which consists of a stylized building facade within a circle.

NEW CONTENT THEMES

21-22

25

NEW CONTENT THEMES



D25 FEATURES

- Edited, features on classroom projects, school events, curriculum, etc.
- Created by Communications Assistant, Inana Zomaya

DISTRICT DISH

- Every two weeks on Thursdays
- Allows for a consistent space that we and our community can rely on
- Created bi-weekly by Communications Assistant, Inana Zomaya

G2KY PODCAST (revamped)

INSTAGRAM (spoke about it earlier)

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NEW CONTENT THEMES



D25 FEATURES



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COMMUNICATIONS IN DISTRICT 25

UPDATE

April 2022
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Head of Communications & Storytelling

