



Communications & Storytelling

Supporting our vision through
communication and story.

Adam Harris
Head of Communications & Storytelling



STRATEGIC PLAN 21-25

Our mission is to:

empower an
inclusive, diverse
community of
learners to innovate
and thrive as global
citizens.



OUR GOALS & STRATEGIES

This presentation falls under the:

1. Student Achievement Goal
2. Family & Community Goal
3. Learning Environment Goal
4. High-Quality Staff Goal
5. Stewardship of Resources Goal





AGENDA

This presentation will cover:

1. Mission & Process
2. Numbers & Overview
3. Impact of Story & Communications
4. Moving Forward



MISSION & PROCESS

Together Today to Transform Tomorrow

DUAL PURPOSE MISSION



Our Communications & Storytelling work in District 25 is driven by a dual-purpose mission: to provide strategic communication support across the district and to share the vibrant stories of our schools all to create a true sense of connection with and support from our community.

- 1) Strategic Support
- 2) Messaging, Branding, & Storytelling

DUAL PURPOSE MISSION



1) Strategic Support

A role and responsibility of mine is supporting the staff and administrators with their communication needs. Whether crafting clear, confident messaging, preparing for parent communications, or navigating sensitive or high-stakes situations, I aim to be a trusted partner, responsive, collaborative, and an added value in service. Providing communication tools, perspectives, and advice, along with carrying out the communications themselves, is key.

2) Messaging, Branding, & Storytelling

I am intentional in how I tell our District's story, centering our process around authenticity, accessibility, and consistency. We align our storytelling with the district's mission, while remaining responsive to real-time moments that deserve to be seen and celebrated. From timely messaging to day-to-day highlights, our goal is to foster a culture of connection and pride across all audiences.

PROCESS



Social Media

Instagram | Facebook | YouTube | X(Twitter)

Branding/Identity

Logos | Building Signage | School Spirit | Letterheads

Website

www.sd25.org

Communication Tools

School Messenger | Smore | Canva

Print Marketing

Signage | INSIGHT Magazine

Communication Guidance/Support

Supt. | Principals | Asst. Supts. | All Staff

Storytelling

Teacher & Student Platform

MISSION



NUMBERS & OVERVIEW

Together Today to Transform Tomorrow

PRODUCTION

COMMUNICATION SUPPORT

Supt., Assistant Supts., Principals
Dish, Buzz, INSIGHT, Parent Academy,
Staff Updates, Incidents, Dept. Support



222

COMMUNICATIONS
SENT

BUILDING COMMUNICATIONS

Principals → Entire School Community
via School Messenger



98

COMMUNICATIONS
SENT

WEBSITE

www.sd25.org



398,000

VISITS
24-25



INSTAGRAM & FACEBOOK

Posts & Days with Story

POSTS 252 DAYS WITH STORY 354



INSTAGRAM & FACEBOOK

IG Posts & Story | FB Posts

VIEWS & REACHES 930,000



YOU TUBE & X(TWITTER)

Posts & Views

POSTS 227 VIEWS 127,000

DISTRICT COMPARISON

District 25

FACEBOOK

PAST 30 DAYS

- POSTS: 9
- POSTS (FEED & STORIES): 37
- TOTAL VIEWS: 32,035

PAST 90 DAYS

- POSTS: 40
- POSTS (FEED & STORIES): 65
- TOTAL VIEWS: 95,724

INSTAGRAM

PAST 30 DAYS

- POSTS (FEED/STORIES): 51
- TOTAL VIEWS: 68,194

PAST 90 DAYS

- POSTS: 278
- TOTAL VIEWS: 218,321

District A

FACEBOOK

PAST 30 DAYS

- POSTS: 8
- TOTAL VIEWS: 20,578

PAST 90 DAYS

- POSTS: 29
- TOTAL VIEWS: 76,433

INSTAGRAM

PAST 30 DAYS

- POSTS (FEED/STORIES): 9
- TOTAL VIEWS: 10,188

PAST 90 DAYS

- POSTS: 29
- TOTAL VIEWS: 34,371

District B

FACEBOOK

PAST 30 DAYS

- POSTS (FEED & STORIES): 28
- TOTAL VIEWS: 125,861

PAST 90 DAYS

- POSTS (FEED & STORIES): 131
- TOTAL VIEWS: 509,144

INSTAGRAM

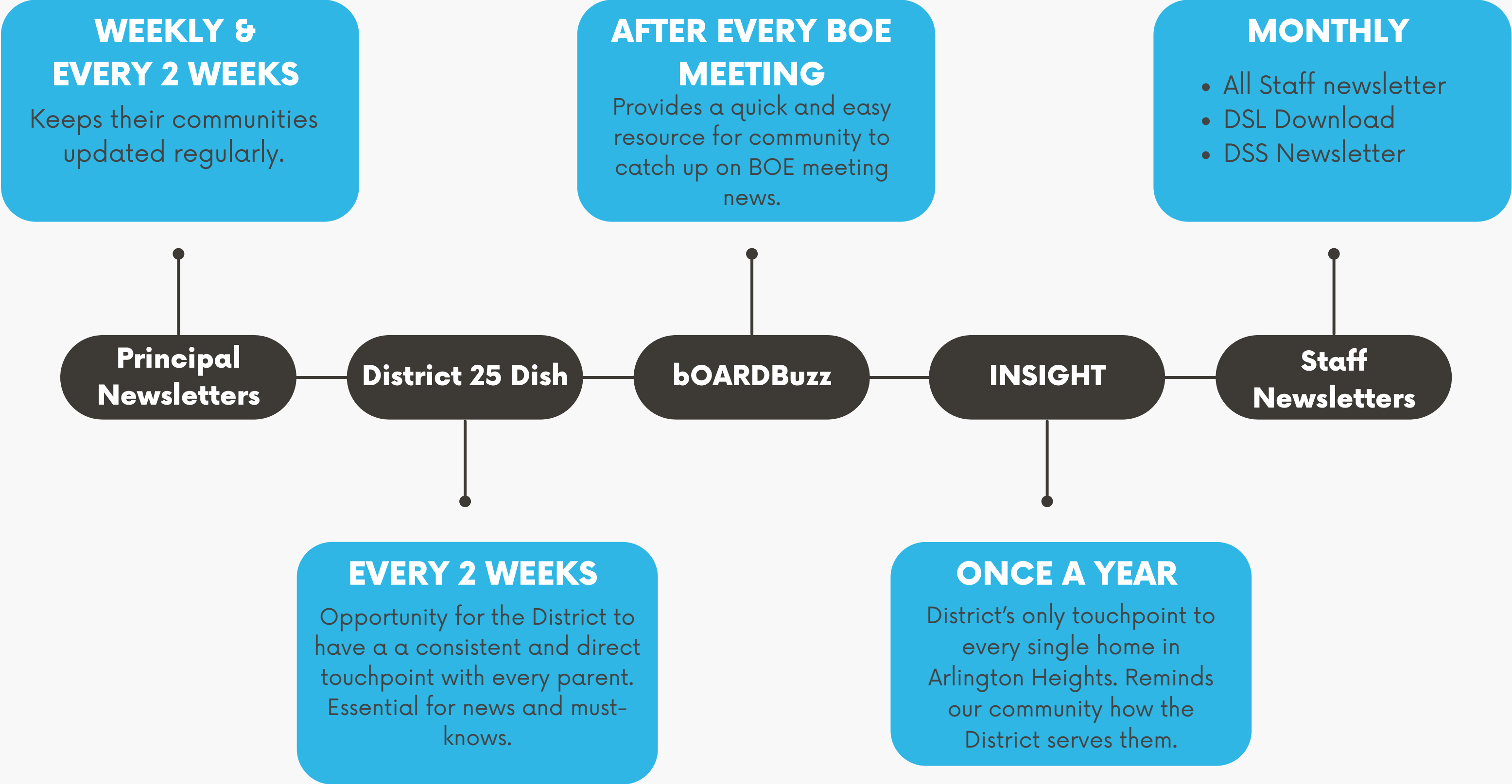
PAST 30 DAYS

- POSTS (FEED/STORIES): 27
- TOTAL VIEWS: 98,869

PAST 90 DAYS

- POSTS: 130
- TOTAL VIEWS: 222,782

CONSISTENT COMMUNICATIONS





IMPACT OF STORY

Together Today to Transform Tomorrow

OUR ONLINE COMMUNITY

12:03

Instagram

Arlington Heights School District 25's post

It's Tuesday and that means it's time for another #NewTeacherTuesday!


This week, we're featuring Stacy Marini who is a Social Studies Teacher at Thomas Middle School!

"I love working in D25 at Thomas. It's a supportive, fun and exciting student-centered environment. And, of course, middle schoolers are the best!!"

We are thankful you are a part of our family!

NEW TEACHER TUESDAY

I love working in D25 at Thomas. It's a supportive, fun, and exciting student-centered environment. And, of course, middle schoolers are the best!!



STACY MARINI
Social Studies Teacher & Teaching

12:03

Instagram

Arlington Heights School District 25's post

Mary Connors
She's the best!!!

Danielle Vitu Schuh
Love that lady! So lucky to be working with her. She makes everyone smile!!!

Sandy Trost Vliet
You're awesome!!

Jodi Busse Cyr
Mrs. Marini has the best, inviting smile!!!

Margaret Serigos Barlas
We are so fortunate to have Mrs. Marini at Thomas! She is such a vibrant teacher!!

Terri Brichetto D'Acquisto
We love having you!!

Irish Eyes
Mrs. Marini is the best of the best!!

12:03

Instagram

Arlington Heights School District 25's post

Carol Golemo
I love seeing you at TMS, and appreciate your morning greeting each day on my way to safely patrol while you are serving the students breakfast
Thanks for all your support with our D-25 All-Stars!
You are a rockstar!

Colleen Golrish
We love Mrs. Marini I'm in her 6th SS class. She's taking us through the rocky times of ancient Greece this week

Cynthia QK
Definitely a teacher that deserves to be highlighted!!! Mrs. Marini wants the best for students!!

Michelle Banser-Klein
Awe! Love this!


Sur Garcia
TMS is lucky to have Mrs. Marini!

Mary Connors

I've always loved giving back and teaching others has always been an interest of mine. I grew up heavily involved in sports and physical fitness, so physical education was a perfect fit!

Seeing the kids overcome obstacles and giving them experiences that they will remember for the rest of their lives is what I aim to create. I still remember the teachers that I had during my years as a student and I will forever remember the lessons they taught me. They taught me valuable lessons about what it means to be a good person, and those are all things I aim to teach my students.

When looking at places to teach, I heard nothing but amazing things about District 25, and everyone has been AWESOME. All of the staff members have been very welcoming, and right away, I knew this was somewhere I could see myself teach.



JUSTIN POST
PE Teacher

Boost this post to get more reach for Arlington Heights School District 25.

Like Comment Send Share

40

Most relevant

Beth Erickson Martens
"Olive Us" love Mr. Post!

Tammy Walczak Carlson
Justin is a fantastic addition to Olive!

OUR ONLINE COMMUNITY

1:06

5G

12:02

Instagram

Arlington Heights School District 25's post

After 34 years as the Band Director at South Middle School, Oksana Lukaszewskyj reflects on a remarkable career filled with challenges and triumphs, teaching through COVID, battling cancer, and enduring the loss of her husband. Through it all, she felt the unwavering support of her fellow staff members, a true D25 family. Oksana's heartfelt advice to future educators is simple yet powerful: love the kids you teach and take a moment to watch them grow into the amazing adults they will become. As she says goodbye to the district she's called home for decades, her sentiment is clear, she will deeply miss this community that has meant so much to her. Join us in honoring Oksana's incredible legacy and the lasting impact she's made on countless students and staff alike. Thank you, Oksana! #d25ItsPersonal

Comment as Arlington H...

12:04

5G

12:04

Instagram

Arlington Heights School District 25's post

Tricia Kearns
Congratulations Oksana!

Laura Voigt Pawlak
Best wishes on a well deserved retirement Mrs. L!! The Pawlak kids owe their love of music to you!

Maria Sullivan
Congrats Oksana. Enjoy your retirement!

Kara Rossi Bolf
Congratulations Mrs. L.

Tina Fries
Congratulations!

Laura Wurth Harrington
You will be missed!!!

Jan Keeley
Congratulations on your retirement! Thank you for your dedication to the District 25 Community.

Comment as Arlington H...

12:04

5G

12:04

Instagram

Arlington Heights School District 25

Hi, my name is Kylie. I'm here at Dryden and I'm going to read

See insights and ads

Boost post

Like Comment Share

39

Most relevant

Amy Johnson
Adorable! Great job girls!

Jen Kim
Loving it Kylie

Jen Kim
Maddie too. Great young ladies.

Comment as Arlington H...

1:07

5G

1:07

Instagram

Arlington Heights School District 25

Our #d25Features series is back with a cool story about Henry Lopuszynski, a 7th grader at Thomas who's making waves in the world of speed skating!

Henry competes nationally in speed skating competitions, he travels, and even has earned a spot at nationals!

In this video, Henry shares some of his wisdom on fitting in and how dedication to a passion can take you far.

Check out the full video and see why Henry believes speed skating is the coolest sport out there!

Community Consolidated School District 21...

12:04

5G

12:04

Instagram

Arlington Heights School District 25

Jodi Busse Cyr
Henry is one amazing student who WILL accomplish all his goals! Proud to be his teacher!

Amy Nelson DeLuca
Way to go Henry!!

Julie Weber Kunst
He is a great kid!! Well done, Henry!!

Toula Gregory Sideris
Go Henry!!!

Michelle Friedman-Gross
This is absolutely awesome!

Abbie Many
Amazing!!

Michelle Banzer-Klein
Henry is a great kid! Certainly talented speed skater but also creative too! Good Luck Henry!

Comment as Arlington H...

OUR ONLINE COMMUNITY

1:09

5G

Arlington Heights School District

25

Mar 13

...

When South Middle School 8th grader Stephen Foltin was unexpectedly diagnosed with cancer and lost his leg during treatment, his world changed. But through it all, his friend Ben Noble was by his side.

Now, Stephen is sharing his journey—spreading his message of kindness, raising money for [St. Baldrick's Foundation](#) on [ABC 7 Chicago](#), skiing with [Camp One Step by Children's Oncology Services](#), and even being honored by the [Chicago Blackhawks](#). But he knows none of this would be possible without the support of Ben and his community. ❤️

Watch their story of friendship, strength, and resilience in our latest [#d25Features](#) video. 🎥
[#BeKind](#) [#StrongerTogether](#) [#d25ItsPersonal](#)

STEPHEN FOLTIN STRONG

See insights and ads

Boost post

Like

Comment

Share

308

12:06

5G

Arlington Heights School District

25

Mar 13

...

15w Love Reply Hide

2

Amy Hamilt

I love this 🥺🥺❤️

15w Love Reply Hide

3

Barb Bowman

Need more stories like this!!

15w Love Reply Hide

2

Nakia Long

What a sweet friendship 🥰

15w Love Reply Hide

1

Tricia Elsner

This is awesome! Stephen demonstrates true resilience ❤️

15w Love Reply Hide

1

Ann Marie Thomas

❤️❤️❤️

15w Love Reply Hide

1

Stephanie Surber LaMonica

Thank you for sharing this. Your friendship is pretty special ❤️❤️

15w Love Reply Hide

2

View 1 reply...

12:06

5G

Arlington Heights School District

25

Mar 13

...

15w Love Reply Hide

2

Erin Parker Bornheim

So beautiful!

15w Love Reply Hide

1

Akanksha Hanna

You guys are both all stars ⭐ shining a light on how good friends make such a difference! Thanks for sharing!

15w Love Reply Hide

1

Alex Mikhael

This is amazing!! ❤️

15w Love Reply Hide

1

Becky Kav

Amazing 🥰

15w Love Reply Hide

1

Jen Underwood

Stephen and Ben, this was so inspiring. Thank you for sharing your story and your wisdom.

15w Love Reply Hide

1

Cathy Milana

You two are the best!

15w Love Reply Hide

1

Shelley F

love that former Wildcat!!!! 🤍🤍

15w Love Reply Hide

1

View 1 reply...

12:06

5G

Arlington Heights School District

25

Mar 13

...

15w Love Reply Hide

2

Julia Fritzsche Johnson

I love his "whatnot" s 🥰🥰🥰

15w Love Reply Hide

2

Kelly Taldone

Two awesome kids!

15w Love Reply Hide

2

Mandy Madsen

So cute and so wise. ❤️

15w Love Reply Hide

2

Joanne Scott

Thank you, Ben and Stephen, for sharing your beautiful friendship and message. So proud that you are Arlington Heights residents!

15w Love Reply Hide

5

Lisa Petersen Kramp

Wise beyond their years!! What a beautiful friendship! 😊

15w Love Reply Hide

4

Julie Seifert Cullen

We love you Stephen! Sending you some California Love ❤️

15w Love Reply Hide

1

Shelley F

this is sooo wonderful.

15w Love Reply Hide

1

View 1 reply...

12:06

5G

Arlington Heights School District

25

Mar 13

...

15w Love Reply Hide

4

Camp One Step by Children's Oncology Services

We love Stephen!!!

15w Love Reply Hide

4

St. Baldrick's Foundation

Follow

15w Love Reply Hide

2

Lauren Johanna

Two sweet guys! So glad you found each other!

15w Love Reply Hide

3

Courtney Kiefer Miller

I hope everyone is as lucky to find a friend like you have found in each other!

15w Love Reply Hide

4

Bridget McNicholas Schank

I love these 2 boys!!! Amazing kids!

15w Love Reply Hide

2

Erin Cody Robinson

So proud to know both of these awesome young men

15w Love Reply Hide

3

View 1 reply...

Comment as Arlington H...

GIF

PAGE 16

OUR ONLINE COMMUNITY



Arlington Heights School District 25
posted an episode of **Out & About**.
Feb 6 · 🌐

 **SUPERHEROES OF DIGITAL CITIZENSHIP!** 
... See more



See insights and ads

Boost post

 11

706 views

 Like

 Comment

 Share



Arlington Heights School District 25
Dec 19, 2024 · 🌐


Our Early Childhood friends had the most magical holiday adventure. Dressed in their cozies... See more





Arlington Heights School District 25
posted an episode of **Out & About**.
Dec 6, 2024 · 🌐

Meet a true WestGREAT hero: one of our amazing students stepped up in a BIG way to save... See more




See insights and ads


Boost post

 258

9 comments 4 shares 75.2K views

 Like

 Comment

 Share

BEST PERFORMING POST OF 24-25

75,000+ views 439 likes



SO WHAT? (ツ)

What does all of that create/contribute towards?

- Community support & awareness
- Community & District pride
- Building a following to disseminate information
- Teacher support/retention
- Trust via transparency & awareness
- Positive feelings towards our District/admin/teacher/staff.
- Community awareness
 - Where is our taxpayer money being spent?
 - How is it impacting our students?
 - How is it impacting our community?





MOVING FORWARD

Together Today to Transform Tomorrow

1

NEW WEBSITE

- Last update - July 2022
- While our current template is being phased out, this change creates an opportunity for us to:
 - keep a familiar layout with improved navigation for a better user experience
 - make updates easier for schools and departments to keep content fresh
 - enhance accessibility and mobile performance for all users

2

STRATEGIC PLAN

- Engagement while developing.
- Community awareness when launching

3

SUPPORT & STORY

- Keep finding ways to support our departments and buildings.
- Keep telling impactful and engaging story.

MOVING
FORWARD



A stylized house icon composed of concentric geometric shapes. The outermost layer is a light gray circle. Inside it is a gray house-like shape with a triangular roof. The next layer is a light blue house-like shape, also with a triangular roof. The innermost layer is a gray house-like shape with a triangular roof. The number '25' is written in white inside the bottom part of the innermost gray shape.

**I'M HAPPY
TO TAKE
QUESTIONS
OR
COMMENTS.**

Together Today to Transform Tomorrow