

At North Kitsap School District, we made a commitment to increase our engagement on social media in 2016-17. This fall, our superintendent brought forth the idea of asking staff to participate by taking photos of what is happening in their classrooms and posting in on our Facebook page. The idea was to bring the classroom to the public. #NKSDFridayPhoto was born.

#NKSDFridayPhotos has successfully provided a window into the schools, classrooms and activities happening in North Kitsap. We have seen an increase in engagement, and steep rise in our followers since we started this initiative. We have moved from approximately 1,200 likes in August to almost 2,000 today. Reaching over 1,100 people in a post is now much more common. For us, #NKSDFridayPhotos is not about the likes, it's about sharing the good news in North Kitsap.

The photos are provided by teachers, support staff, parents and community partners. A few of our Friday photos have turned into larger special interest stories.

One in particular photo is the #NKSDFridayPhoto from the Kingston High School Homecoming on September 30th. Kingston High School Senior Esther Listle was crowned Senior Homecoming Queen by the students at KHS. She was unanimously nominated by her senior class. Criteria for the nomination is kindness, honesty, involvement in school activities, school spirit and academic perseverance. Her classmates wanted to recognize and celebrate her in a lasting way. Esther, a student with Down Syndrome, has been a part of this class since elementary school. She is famous in her town of Kingston for her outgoing personality. All you have to do is say her name and folks know who you are talking about. The Homecoming post reached over 16,000 people, was shared 109 times, and prompted calls from all the local news stations, a special article in the Kitsap Sun, and the KHS Senior Class was named "The Greatest Person in the Northwest" by 106.1 KISS FM. We were beyond excited to see the kindness and love of our students shared far and wide.

We look forward to reaching our goal of a Friday photo every Friday in the 2017-18 school year. #WeAreNKSD