

Social Media Campaign
Crowley ISD
Megan Middleton

Deaf Awareness Week

In Crowley ISD, we believe that all means all, and highlighting our deaf students and staff members in honor of Deaf Awareness Week gave us a chance to fulfill that motto by not only shining a light on our deaf community members but also showing how to better connect with, and understand, them.

In September 2021, we learned about Deaf Awareness Week through one of our deaf interpreters who won the district's Heartbeat Award, which is our version of an employee of the month award. She was excited to share with us her plans for generating better awareness for the deaf community during that special week. Her excitement was contagious, and we quickly saw an opportunity to use our district-level social media platforms to help spotlight this group of people within our Crowley ISD family.

With the help of this interpreter and other deaf education staff members, we were able to curate a week of high-quality, impactful content. **Our goal was to raise awareness of the deaf community in Crowley ISD, help students and staff better understand, and communicate with, deaf students and staff and help everyone see how connected and similar we all are, despite any disability. We also wanted this group to feel valued and included in our CISD family.**

We did this in several ways:

1. **Social Media Spotlights on Four Students and One Staff Member** - We curated five days of social media spotlights that ran Tuesday through Saturday. The spotlight posts consisted of a **Q&A** for the individual being highlighted that was **accompanied by photos** of that person from when they were younger and more present day. Those photos were both submitted photos from the person and a yearbook teacher as well as action and posed photos that we took of the individual.

These spotlights were featured in their entirety on Facebook; a shorter version on Instagram; and a few photos and brief information on Twitter with a link to a [Crowley ISD web page](#) that featured all the information and photos we shared on Deaf Awareness Week that year and the Q&As in their entirety.

The spotlights began with a teacher who is deaf, followed by features on four deaf students — an elementary student, middle school student, ninth-grader and senior. Those represent students from each of our four types of school buildings. The two high school students also were involved in extracurricular activities, such as drill team and

football, offering a chance to show how involved our deaf students are in our community.

The questions were aimed at helping people learn about not just how the person navigates deafness but also their interests and activities.

Examples shown below.

2. **Deaf Awareness Week Video** - On Monday of that week, we began with a special video announcing that it was Deaf Awareness Week and offering **sign language demonstrations** of helpful words and phrases to better communicate with a deaf person. In the Facebook and Instagram posts for that video, we included information about how Crowley ISD serves as a Regional Day School for the Deaf and, in 2021, that we served 39 students ranging in age from 3 to 21 years old.

Our dynamic deaf interpreter who first shared her excitement with us about Deaf Awareness Week was the perfect person to deliver this information on camera. Her passion and knowledge shined through as she shared basic phrases and words with our CISD social media audience. **She helped teach, “Hello,” “Goodbye,” “Good Morning,” “Good Afternoon” and “Good Night” as well as how to say, “Have a Great Day” and “How Are You?” with some quick answers to that question.**

We were careful to **shoot the video from multiple angles** and have her **repeat phrases** to give the audience a chance to see exactly what and how she was signing. Our goal here was to really help people learn these words and phrases. The video format also gave the audience a unique chance to pause and watch again if needed.

Video and post is shown below.

3. **Heartbeat video** (Released the following week) - Our Heartbeat video featuring the deaf interpreter debuted on social media after our school board meeting when the Heartbeat winners are traditionally recognized. It was released after Deaf Awareness Week, but that helped keep deaf awareness relevant for another week. In that video, we see our deaf interpreter on the football field helping our senior spotlight student understand what the coaches are saying, and we see her helping our ninth-grade spotlight student in the classroom. We also show those students on camera in action in Crowley ISD and gave our audience a better understanding of what it looks like to be a deaf student in our district.

Video and post shown below.

Evidence of Success

These posts were well received on our social media channels. The individual spotlights received great attention. One example is our spotlight on the ninth-grade drill team member, which

gained over 180 reactions, 20 shares and 25 comments just on Facebook. On Instagram, which tends to be our more student-centric audience, her post received over 380 likes.

In total, the spotlights on deaf individuals garnered around 600 reactions on Facebook and more than 1,000 likes on Instagram. We have a smaller audience on Twitter, but the posts that week did well for that platform too with more than 60 likes collectively.

The spotlights on deaf individuals helped the students featured “beam with confidence,” our interpreter said. She said it demonstrated to others that deaf and hard-of-hearing students are just as involved as their hearing peers and helped connect students to the rest of the CISD family.

The Deaf Awareness Week kickoff video featuring sign language demonstrations was also successful. It garnered 884 views on Instagram and had 2,600 views on Facebook with more than 90 reactions and comments such as, “Wonderful!” and calling it a, “great idea.”

Our deaf interpreter shared with us that after that video featuring the sign language demonstrations was released, students stopped in the hall to show that they had learned a sign, and staff members would ask to learn words and phrases. She said deaf students were stopped and asked how their days were and told, “Good Morning.” She said it had a powerful effect on the deaf students.

The Heartbeat video featuring the deaf interpreter and two of the students she serves received more than 2,300 views on Instagram and 2,600 views on Facebook. Commenters on Facebook congratulated the deaf interpreter for the work she does and one said the video made her “cry happy tears.”

Links:

Deaf Awareness Week Video: <https://youtu.be/MzqHXb5ACAE>

Deaf Awareness Week 2021 Landing Page: <https://www.crowleyisdtx.org/Page/5907>

September 2021 Heartbeat Video: <https://youtu.be/UZzX13M5K7c>

Examples of Social Media Posts

Deaf Awareness Week Facebook Post with Video:



Crowley ISD

September 20, 2021 · 🌐



Today is the beginning of Deaf Awareness Week! To kick off the week, check out this video and learn a few sign language phrases from one of our deaf interpreters so you can better communicate with our deaf community! 🙌

🎉 Fun Fact: Did you know that Crowley ISD serves as the Regional Day School Program for the Deaf for our district as well as six other surrounding school districts and entities? We serve 39 students who range in age from 3 to 21 years old!

📺 Stay tuned this week to meet some of the awesome members of our Crowley ISD deaf community! #DeafAwarenessWeek #CrowleyPrideUnified



👍❤️ You, Daniel Mele, Anthony Kirchner and 92 others

14 Comments 23 Shares



Link to this Facebook post: <https://www.facebook.com/CrowleyISD/videos/2356353981161860>

Deaf Awareness Week Twitter Post:



Crowley ISD @CrowleyISD · Sep 20, 2021

To kick off Deaf Awareness Week, watch this to learn a few sign language phrases!

Fun Fact: Did you know CISD is home to the Regional Day School Program for the Deaf, serving 39 students from CISD and surrounding districts?

Watch: youtu.be/MzqHXb5ACAE

[#CrowleyPrideUnified](#)



1 7 20

Facebook Post Staff Member Spotlight:



Crowley ISD
September 21, 2021 ·

As we celebrate [#DeafAwarenessWeek](#), we are excited to spotlight a few of our amazing deaf Crowley ISD family members. Tonight, we are featuring Becky Poston! Ms. Poston is in her fifth year as a Crowley ISD educator. She currently works as a Pre-K and Kindergarten deaf education teacher at Deer Creek Elementary School! Read a Q&A with Ms. Poston below to get to know her better! And check out all our coverage of Deaf Awareness Week here: bit.ly/3hPFUY7 [#CrowleyPrideUnified](#)

1 ... See more



You, Anthony Kirchner, Matt Hoover and 130 others 14 Comments 14 Shares

Love Comment Share

Facebook Post Elementary Student Spotlight:



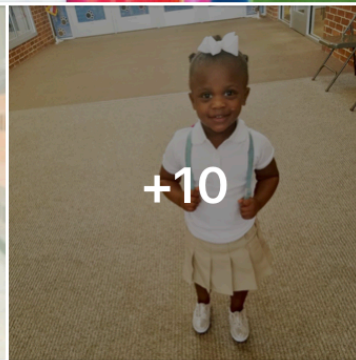
Crowley ISD

September 22, 2021 · 🌐



We're continuing our celebration of [#DeafAwarenessWeek](#) by introducing you to [Deer Creek Elementary School](#) first-grader Sy'Mora Kindred! Her deaf education teacher, Chandler Winston, says, "Sy'mora is sweet and playful. She loves to be a classroom helper and pass out things like paper and glue, erase the board, lead our line, etc. She brings lots of energy to our room!"

Learn more about Sy'Mora with this Q&A below! And visit our website for all our coverage of Deaf Awareness ... [See more](#)



You, Kristina Turner, Anthony Kirchner and 162 others

18 Comments 26 Shares



Full Q&A from Facebook Post for Elementary Student Spotlight:



Crowley ISD

September 22, 2021 · 🌐



We're continuing our celebration of [#DeafAwarenessWeek](#) by introducing you to [Deer Creek Elementary School](#) first-grader Sy'Mora Kindred! Her deaf education teacher, Chandler Winston, says, "Sy'mora is sweet and playful. She loves to be a classroom helper and pass out things like paper and glue, erase the board, lead our line, etc. She brings lots of energy to our room!"

Learn more about Sy'Mora with this Q&A below! And visit our website for all our coverage of Deaf Awareness Week 🙌: bit.ly/3hPFUY7
[#CrowleyPrideUnified](#)

1 Tell us a fun/interesting fact about yourself.

My favorite food is watermelon and pizza with pepperoni, sausage and ranch dressing. I am 6 years old!

2 What is your favorite subject or favorite part of school, and why is it your favorite?

Math is my favorite because I work hard, and I am good at it!

3 What hobbies do you have?

I love to play with Play-Doh and play tag. I also like to swim.

4 What is your favorite book to read?

The Rainbow Fish.

5 What do you like to do when you're not at school?

My favorite thing to do is color, especially with a friend. I also like to play hide-and-seek with friends.

6 What do you want to be when you grow up?

I want to be a doctor when I grow up so I can help people and give them shots. By giving them shots, it helps them feel good.

7 What do you think about being deaf?

It is cool, and I get to have an interpreter in class. I like having the interpreters in the room because they are fun. They will even play tag with me.

8 How long have you been deaf, what challenges has it brought and how do you overcome that?

I was born with an ear not working. I wish other kids were quieter around me so I could hear better in class. But I raise my hand if I can't hear well.

9 What do you want people with hearing to know about people who are deaf? What are some misconceptions you'd like to correct?

Deaf people are awesome and can use sign language, and sign language is cool!

*Interviews were conducted through a sign language interpreter.

Facebook Post for Ninth-Grader Spotlight:

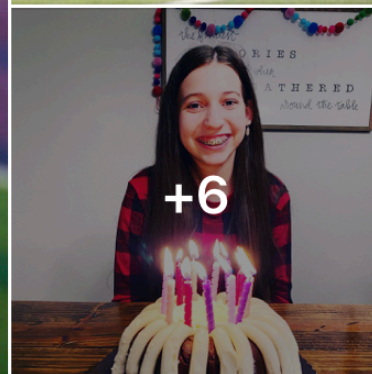


Crowley ISD

September 24, 2021 · 🌐



We're featuring Ava Tinsley, a freshman at [Crowley 9th Grade](#), for tonight's [#DeafAwarenessWeek](#) spotlight! Ava has attended Crowley ISD since elementary school and is a Talonette for the [Crowley High School](#) drill team. Her biology teacher, Taylor Loe, says, "Miss Ava is such a ball of sunshine! As a Pre-AP Biology student, she goes above and beyond my expectations every day. She is an extremely bright student and an extremely hard worker. This girl amazes me with her motivatio... [See more](#)



You, Kelley Phillips, Leta Joy Womack and 182 others

25 Comments 20 Shares

Love

Comment

Share



Instagram Post for Ninth-Grader Spotlight:



[View insights](#)






[Boost post](#)



 Liked by **chstalonettes** and **385 others**

crowley_isd We're featuring Ava Tinsley, a freshman at [@crowley9theagles](#) for tonight's [#DeafAwarenessWeek](#) spotlight! Ava has attended Crowley ISD since... [more](#)

[View all 11 comments](#)

chstalonettes Yay! So proud of our Ava!     

londonn4x   

September 24, 2021

Facebook Post for Senior Spotlight:

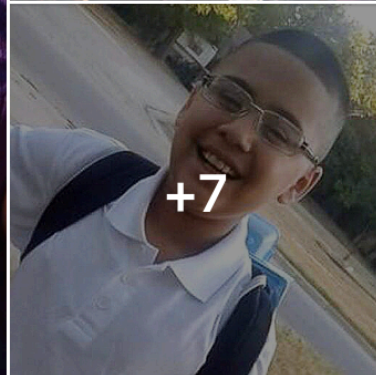


Crowley ISD

September 25, 2021 · 🌐



In our final [#DeafAwarenessWeek](#) spotlight, meet Javier Huerta, a [Crowley High School](#) senior who plays JV and Varsity [#CrowleyEagles](#) 🏈. Javier joined the Crowley ISD family his freshman year. His [Bill R. Johnson CTE Center](#) culinary arts teacher, Stephanie Kinsey, says, "Javier is an amazing young man and has become a leader among his peers. Javier helps culinary students accomplish their goals and encourages them to be the best they can." Read more about Javier below, and visi... [See more](#)



Anthony Kirchner, Kelley Phillips and 63 others

6 Comments 10 Shares

👍 Like

💬 Comment

➦ Share

