

How a Rural School District **Boosted** Community Engagement with a Human-Centered Social Media Strategy

ABOUT THE BRAND

Southern Tioga School District serves approximately 1,800 K-12 students across a 485-square-mile rural region in north-central Pennsylvania. With three elementary schools and two high schools, the district spans communities like Blossburg, Liberty, and Mansfield. Known for its focus on innovation, engagement, and connection, STSD is committed to creating a supportive environment for students, families, and the community at large.

THE STRATEGY

#Strella Social Media developed a strategy centered on consistency, clarity, and community connection. But the breakthrough? **Humanizing the content.**

Our team recognized early on how sharing posts that featured students involved in school-related activities, sports, or community projects significantly outperformed generic announcements.

Here's what we implemented:

- **Content Calendar & Strategy:** We created a structured content calendar that aligned with school calendars and district priorities, spotlighting academics, student achievements, events, and community highlights.
- **Human-Focused Storytelling:** We prioritized photo and video content that featured students and staff, showcasing real moments that resonated with parents and the broader community.
- **Unified Brand Presence:** We established a consistent visual and messaging style across platforms, strengthening brand cohesion district-wide.
- **Collaborative Communication:** Our team maintained regular communication with the district's administrative team to ensure timely, accurate content.
- **Targeted Advertising:** We boosted strategic posts to reach key audiences for job postings, helping fulfill staffing needs.



THE PROBLEM

Despite having an active presence, Southern Tioga's social media **lacked consistency and direction**. Content was sporadic and heavily administrative, missing the opportunity to highlight the people and stories behind the district.

"We felt lost and inconsistent before working with Strella," said Gina Van Gorden, Executive Assistant to the Superintendent. The district needed a strategy that **unified its voice, increased engagement, and showcased its values**—especially to support parent communication, community connection, and staff recruitment.

THE OUTCOME

Since the partnership began in May 2022, Southern Tioga School District has seen measurable and meaningful growth across its social media channels:

Facebook

- Follower count increased by 43%
- Post shares soared, with over 1,800 shares in just 16 months — a strong sign of community resonance

Instagram

- Follower count grew by 40%
- Posts featuring students and activities saw significantly higher engagement

The shift to student-centered content not only improved performance metrics—it also strengthened the relationship between the district and its community.

THE BOTTOM LINE

Southern Tioga's social media transformation demonstrates the power of **human-centered storytelling**, even for public institutions. By focusing on consistent, emotional, and visually compelling content, the district became **more accessible, connected, and community-focused online.**

"I'm grateful for the partnership with Strella. They take all the stress out of keeping up with our sites," said Gina Van Gorden. "It's a very easy process of communication and approving items for posting. Great people to work with—and they keep us on track."

At #Strella, we believe strong community engagement starts by showcasing the people at the heart of your organization.