

# Mustang Spotlight

**Category:** Campaigns & Strategy

## Goal

Celebrate and recognize staff and community members across the district while strengthening morale, visibility, and community connection.

## Strategy

Develop a recurring recognition campaign that highlights individuals through storytelling and visuals, supported by consistent messaging across digital, internal, and live channels. Nominations were collected through a Google Form to encourage participation from supervisors and coworkers, ensuring stories were community-driven and authentic.

This approach allowed the district to:

- Surface meaningful stories from within the organization
- Create recognition content that felt genuine and inclusive
- Share consistent messaging across multiple platforms

## What I Created

- Recognition campaign concept and messaging
- Original photography for honorees
- Social media copy and coordinated recognition posts
- Newsletter features highlighting staff and student achievements
- Wrote and presented recognition introductions at Board of Education meetings
- Designed recognition certificates
- Campaign organization, planning, and cross-channel coordination

## Where It Lived

- Facebook

- Instagram
- Superintendent's newsletter
- Board of Education meetings (live recognition)

*Recognition copy and messaging were adapted for digital, internal, and live presentation formats.*

## Outcome / Impact

- Increased engagement across district social platforms
- Strengthened internal morale and staff recognition
- Provided consistent, positive storytelling for district communications
- Reinforced community trust through ongoing recognition and visibility

## Visuals



Facebook recognition post — Mustang Spotlight

Mustang Spotlight celebrates staff members who make an impact across the district.

## Mustang Spotlight Recognition

Manitou Springs School District's Mustang Spotlight recognized Manitou Springs High School's Cross Country Team and coaches who had a remarkable 2024 season. These athletes and coaches were recognized during the Mustang Spotlight presentation on November 21 held in Manitou Springs High School's media center.



Superintendent's newsletter feature — Mustang Spotlight