

HAZELWOOD SCHOOL DISTRICT

2020-2021

COMMUNICATIONS AND PUBLIC RELATIONS DEPARTMENT HIGHLIGHTS



- Created award-winning [Help Hazelwood Get Healthy](#) public health campaign
- Launched [5 Questions & 1 Vision Video Series](#) with Board of Education
- Increased social media followers by 1,000
- Expanded and Diversified [HSD TV](#) (Spectrum 988) video content
- Created comprehensive [HSD Communication Guidelines](#)
- Revamped [district website](#) to focus on students and parent resources
- Organized COVID-19 vaccine events for students, employees, and community partners
- Revised [website calendar](#) to be more inclusive
- Created [Families in Transition](#) webpage
- Produced five virtual district event videos
- Made utilizing diverse and inclusive images on social media a priority
- Created [English Learner and Immigrant Education](#) webpage