



Amphitheater Public Schools ‘Where’s Amphie?’ Campaign

During the holiday season, Amphitheater Public Schools wanted to find a way to engage our followers on social media and have some fun doing it. The district has an Elf on the Shelf named Amphie. In the past, he has visited schools and had his picture taken as he is learning about different programs and checking out projects our students are working on.

These last two years, we worked on a new way to boost engagement. During the month of December, we took a picture of Amphie at different locations at our schools and asked our followers to guess where he is exploring.


These posts received some of the top engagement of the whole year. Parents, students, alumni and community members got involved in the guessing. There is a sense of pride as families saw their school featured. It even gave our alumni an opportunity to reminisce about their time at our schools and to see what campus looks like today.

In the 13 days of Amphie posts, we reached nearly 18,000 people on Facebook with 2,145 post engagements. On Instagram, our reach extended to 8,681 people with more than 10,700 impressions. An average of 11% of those impressions are not our followers, allowing us to reach people who may have not normally seen our posts.


The goal of this campaign was to increase engagement on our District media but it has turned into so much more. It has boosted morale. We now receive requests to have Amphie visit and this year we are working to make sure Amphie makes it out to all 21 schools.


Facebook insights for the first post of the campaign:

Post Details ✕


 **Amphitheater Public Schools** ⋮
Published by Cynthia Washington [?] · 2 December 2019 · 🌐





It's December, which means Amphie the Elf will be visiting a different Amphi school every day this month. Do you know where he is today? Leave your guesses in the comments. We will let you know the answer tomorrow!



 **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

1,507 People reached	373 Engagements	Boost post
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 Hank Rowe, Brianne Ronnie Dumais and 49 others · 19 Comments · 2 shares

 Like  Comment  Share 

Performance for your post

1,507 People Reached

88 Reactions, comments & shares ⓘ

47  Like	45 On post	2 On shares
5  Love	5 On post	0 On shares
1  Wow	1 On post	0 On shares
33 Comments	30 On Post	3 On Shares
2 Shares	2 On Post	0 On Shares

285 Post Clicks

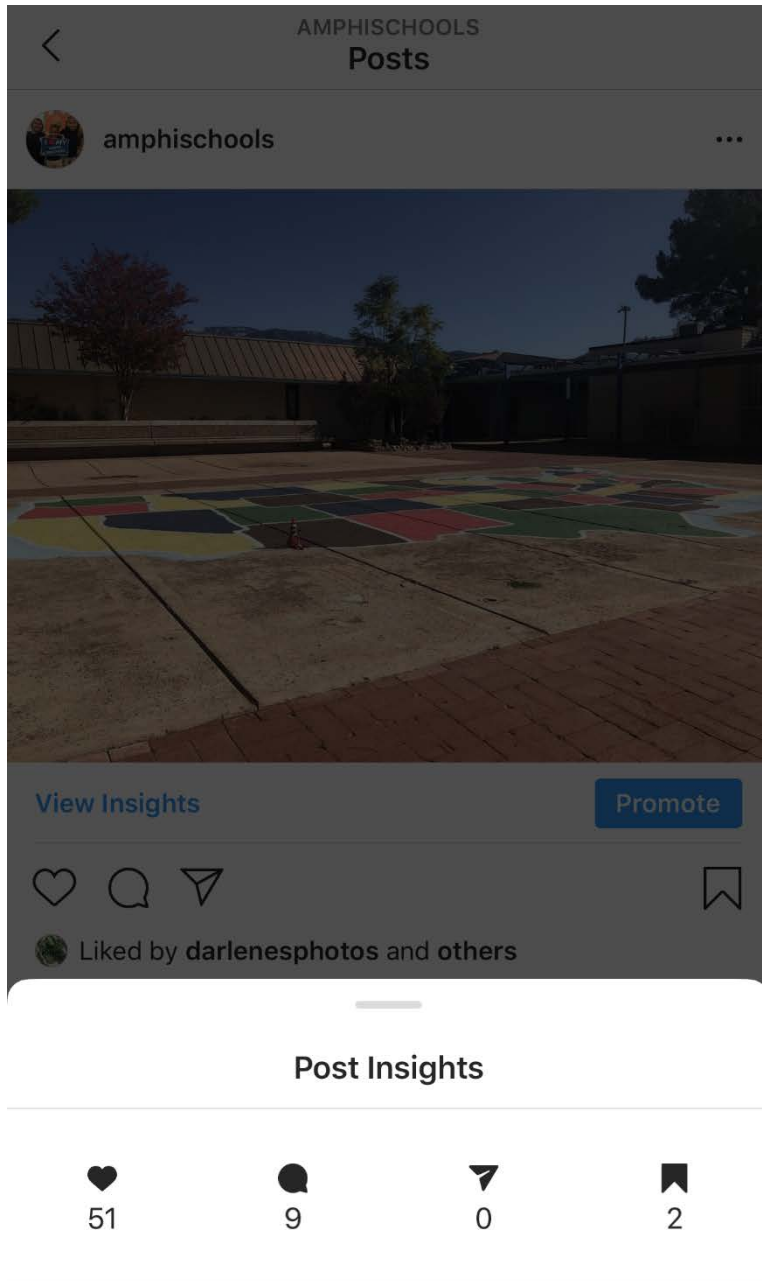
28 Photo views	0 Link clicks	257 Other Clicks ⓘ
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NEGATIVE FEEDBACK

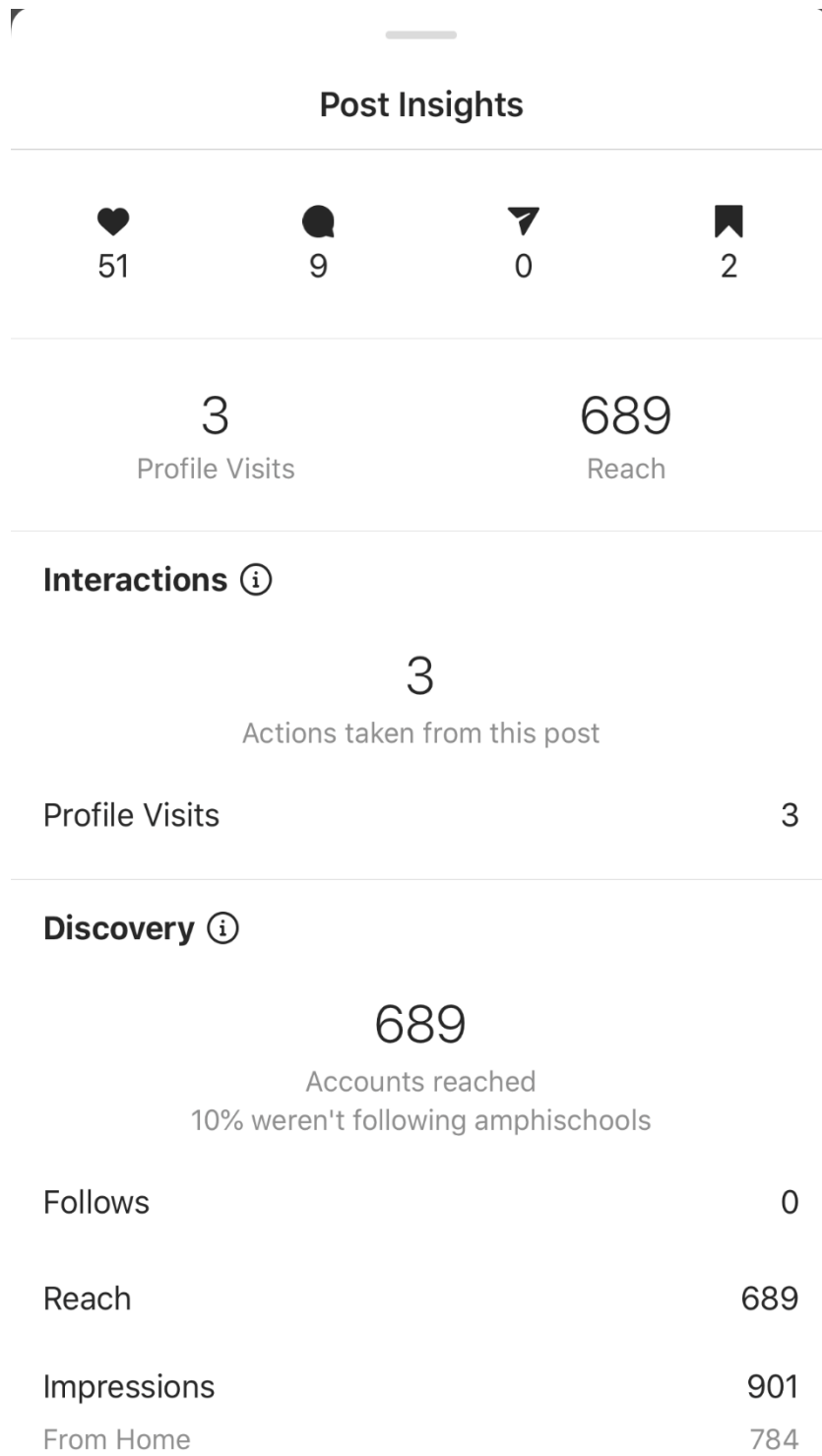
0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Instagram insights for the first post of the campaign:



Instagram insights continued:



A sample of more Facebook posts:



Amphitheater Public Schools
Published by Cynthia Washington [?]
- 3 December 2019

Many of you guessed it... Amphie was at Coronado K-8! Amphie was asked to help this school put up decorations but he thought hanging from a snowflake was more fun! So, he snapped a picture and then he had to run! Do you know where this picture was taken? We will let you know tomorrow!

Tag photo Add location Edit

1,448 People reached 154 Engagements **Boost post**

35 8 comments

Like Comment Share

Most relevant

- Laurie Maestas Amphi Middle School!
Like Reply Message - 36w
- Katie Bundy Strumpf AMS!!!
Like Reply Message - 36w
- Phil Tilicki AMS!
Like Reply Message - 36w

Comment as Amphitheate...



Amphitheater Public Schools
Published by Cynthia Washington [?]
- 4 December 2019

Yep, Amphie was at Amphitheater Middle School! Today it was the perfect temperature, so Amphie decided to enjoy the outdoors. He snapped this picture before heading back to Santa's workshop. Do you know where he was? We'll let you know tomorrow.

Tag photo Add location Edit

1,402 People reached 143 Engagements **Boost post**

26 10 comments

Like Comment Share

Most relevant

- SanDrA AqUinO This isn't AMS.
Like Reply Message - 36w
- Amphitheater Public Schools
SanDrA AqUinO he was at AMS yesterday.
Like Reply
Commented on by Cynthia Washington [?]
- 36w
- April Hizny I love Amphie's trips! Thank you
for the pictures! 🙌

Comment as Amphitheate...



Amphitheater Public Schools
 Published by Cynthia Washington [?] · 5 December 2019

You guessed it! Amphie was at Keeling Elementary School yesterday. Today, Amphie decided to head indoors and check out this school's library. Do you know where this picture was taken? We will let you know tomorrow.

Tag photo Add location Edit

1,573 People reached 206 Engagements [Boost post](#)

39 14 comments 1 share

Like Comment Share

Most relevant

- Maryam Al-dabbagh** Amphitheatre high school
Like · Reply · Message · 36w
- Marisa Coronado** I love Keeling!! My now grown babies went there!
Like · Reply · Message · 36w
- Marcella Muro** the most comforting place to get away from people.
Like · Reply · Message · 36w · Edited · 2

Comment as Amphitheate...



Amphitheater Public Schools
 Published by Cynthia Washington [?] · 10 December 2019

We didn't get as many guesses yesterday, but those who did guess were right. Amphie was at La Cima Middle School.

Today, Amphie was so proud of this school's SARSEF award. Do you know where this picture was taken?

Tag photo Add location Edit

1,355 People reached 97 Engagements [Boost post](#)

20 6 comments

Like Comment Share

Most relevant

- LaTrace LaTrace Nash** 1
Like · Reply · Message · 35w
- Ghada Abdulhamid Mansour** I was there yesterday, it's NASH 😊 1
Like · Reply · Message · 35w
- Karen Margulies Rakowitz Nash** 2
Like · Reply · Message · 35w
- Mikayla Nelson NASH** 2
Like · Reply · Message · 35w
- Nancy Hydrean Jimmerson Walker**
Like · Reply · Message · 35w
- Sandy Schiffman Nash** 2



Amphitheater Public Schools

Published by Cynthia Washington [?]

Like This Page · 11 December 2019 ·

Yesterday, Amphie was at Nash Elementary School.

Today, he stopped by and saw a dolphin. You don't see many of those in the desert. Do you know where this picture was taken?

Tag photo Add location Edit

1,668

People reached

267

Engagements

Boost post

41

27 comments 2 shares

Like

Comment

Share



Most relevant



Anita Anderson Howard Donaldson!
Wonderful times. Forever friends.

Like · Reply · Message · 35w

1



Matthew Garrett Donaldson Dolphins for the win! I was the fifth person in my family to attend this lovely school with my mom be the first and even working for there for a period of time! Loved this school and all of the teachers

Like · Reply · Message · 35w

3

2 replies



Ronnie Laue Crider Donaldson elementary! My Alma Mater! The school was supposed to open in time for me to start kindergarten there, but construction was delayed and we had kindergarten at a nearby church until the school was completed. It was brand spanking new when I started first grade! (So, just a few years ago...)