

Help your school community show appreciation for staff

Your teachers and staff are working harder than ever to provide the best educational experience for students. It's likely your district has amazing stories to share about how your teachers and staff are serving your students, parents, families, and community. And the simple act of recognizing hard work and dedication has a significant impact on morale — especially as burnout and turnover are at all-time highs.

Here are a few ways you can engage and empower your school community.

Create a topic to capture stories.

Using Let's Talk, you can easily capture staff nominations, shout outs, or notes of encouragement through a staff appreciation topic. You can give it a special title related to your district or goals.

Not sure where to start? Here are directions for [creating and managing topics](#).



Share Your Great

Osceola County School District (Florida) encourages its community to share positive stories — such as inspirational people, powerful moments, and heartwarming stories.

[See it in action](#)



PALO ALTO
UNIFIED SCHOOL DISTRICT

Share Your Joy

Palo Alto Unified School District (California) offers a “Share Your Joy” topic on their main district Let's Talk page.

[See it in action](#)



Way to Go Grams

Georgetown ISD (Texas) offers “Way to Go Grams: GISD Shoutouts” on their main district Let's Talk page.

[See it in action](#)

Customize your form message and/or thank you messages.

Take the opportunity to customize form messages and thank you messages to improve communications with your stakeholders. Not sure where to start? Here are [directions for form messages](#).

Example messages:

Form message

Model Community School District welcomes you to express your appreciation for a staff member by completing the form below. We will ensure your message is sent to the appropriate staff member. Thank you for taking the time to share your story!

Thank you message

Thank you for your staff appreciation submission. We value hearing from you and look forward to sharing your Dialogue with our team.

Encourage your community to share their stories.

Ask your community their positive stories via Let's Talk by promoting the topic on your public communications channels, such as the carousel on your main website and on social media.

Once you create a name for your topic, work with your communications team to build website and social graphics to help promote it. If you don't have a person on staff who can help, try a free design tool like [Canva.com](#). If you need the Let's Talk logo, you can find it in the [Let's Talk Communications Toolkit](#).

You also might consider promoting your new topic in an upcoming newsletter, email to families, or other outbound communications channel used by the district.

You can frequently promote this new topic following seasonal themes and recognized holidays — such as Valentine's Day or Thanksgiving — or special days focused on educators, such as Teachers' Day on May 1.

Example message for social media, newsletters, or other outbound channels:

We want to hear how our school community is making an impact in your life. Whether it's a story of appreciation or inspiration, tell us how a Model Community School District teacher or staff member has impacted you. Visit our Let's Talk page to submit your story: (link to your Let's Talk page)

Recognize exemplary service.

A little bit of recognition can go a long way. Download our free [Customer Service Superhero certificate template](#), which you can easily customize using PowerPoint. You can provide these awards to every person who is making a difference in the lives of your students and school community.

Other ways to recognize your staff and teachers for their efforts:

Send thoughtful handwritten notes throughout the year — especially after a particularly busy period

Give them a shout out in a meeting, within your monthly newsletter, or on your website


Provide a small gift, such as a gift card to a local restaurant or movie tickets


Rotate a special workplace perk (like a coveted parking spot)


Post their photo to social media, tagging @K12Insight


[Share your stories with K12 Insight](#) so we can feature your district in future blog posts and on social media



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