

East 150th Campaign Launch

Elise Koehl, Denver Public Schools

Overview/Purpose:

East High School's 150th campaign launch was a strategic social media initiative designed to build excitement, pride, and community engagement around the 150th anniversary of Denver East High School. The campaign aimed to reach current students, alumni, families, and the broader Denver community, using storytelling to celebrate the school's legacy while driving increased visibility, engagement, and alumni connection. Content was intentionally designed for social-first platforms, leveraging short-form video, emotional storytelling, and visually compelling graphics to maximize reach and community connection.

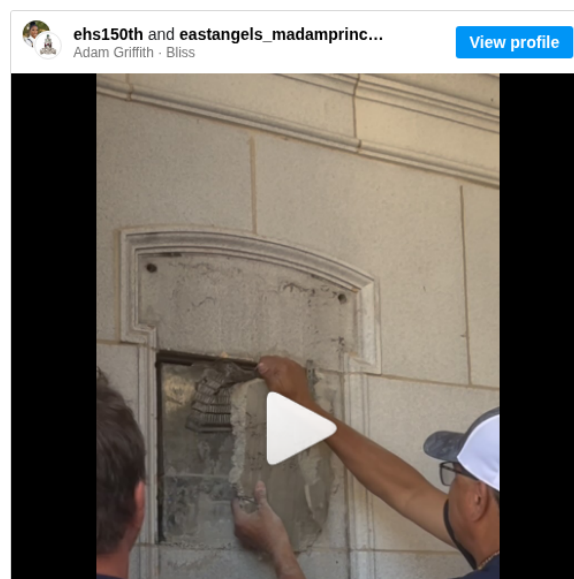
Content & Links:

The campaign launched in April 2025 with a series of short-form videos, including a successful ["launch" video](#) and a highly engaging ["time capsule" video](#) that invited audiences to reflect on East's history while gaining excitement for the 150th celebrations starting September 2025.

The account surpassed **1,000 followers after just five videos**, indicating successful reach beyond the existing audience and strong conversion into long-term engagement.

[Time Capsule](#) Analytics and Engagement:

- 94,225 views
- 7,219 interactions
- 161 profile follows with 95% of viewers being non-followers



[Launch](#) Analytics and Engagement:

- 23,300 views
- 1,482 interactions
- 139 profile follows with 94.2% of viewers being non-followers



Outcomes & Impact:

The East 150th campaign successfully elevated brand awareness and strengthened community connection by engaging both existing and new audiences. High non-follower viewership demonstrates the campaign's effectiveness in expanding reach, while rapid follower growth reflects sustained interest in ongoing content.

The campaign established a strong foundation for future storytelling, alumni engagement, and event participation tied to the 150th celebration, which launched in September 2025. By combining compelling narratives with data-driven, creative strategy, the campaign positioned East High School as a legacy institution with a vibrant and connected community.