

# AMPLIFYING MISSION WITH EVERYDAY STORIES

*Sarah McCambridge*  
*- Bishop Miede*



# YOU DON'T HAVE TO BE AN EXPERT

- We inherit platforms, expectations, and pressure to “post more.”
- Often our reality:
  - Too many platforms
  - Limited time
  - Constant events
  - Trying to keep up with trends
  - Feeling reactive instead of strategic



# WHAT'S THE POINT?

- Start with the strategy -
  - What do we value?
  - What story are we telling?
  - Who are we trying to reach?
  - What feeling should people leave with?

**Old Model:** "Post three times a week.

**Better Model:** "What perception are we creating over time?"

- Examples of outcomes:
  - Families feel welcomed before visiting
  - Alumni feel emotionally connected
  - Faculty feel valued
  - Community associates the school with excellence and joy

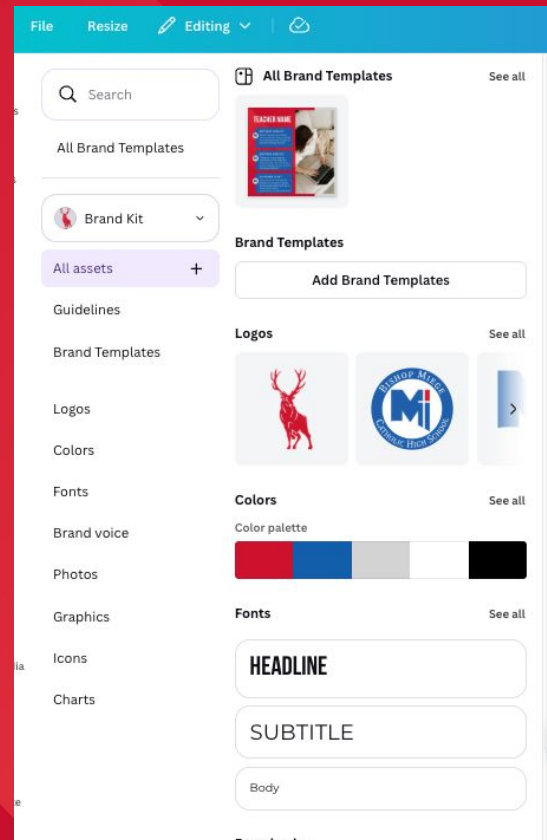


# MAKE IT SUSTAINABLE

Efficiency first. You cannot sustain chaos.

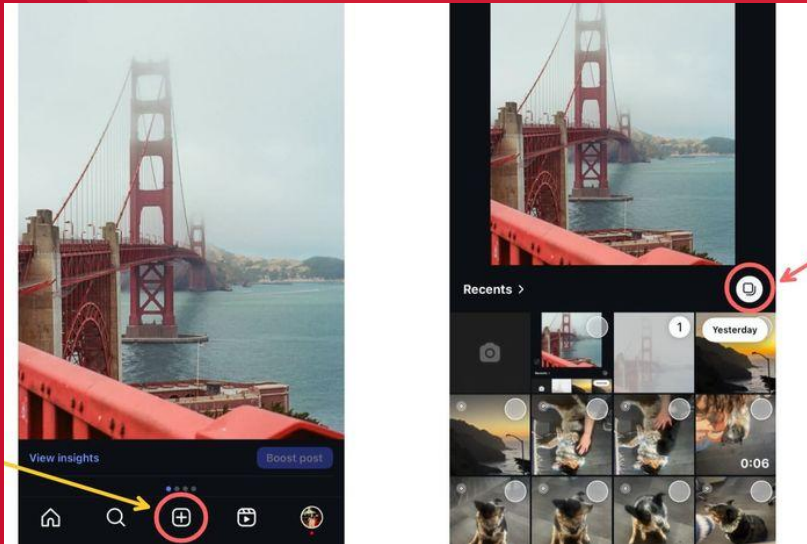
## Ways I try to do this:

- Capture throughout the week
- Batch content
- Use Canva's brand kit
- Reuse moments across platforms
- Turn one event into multiple pieces of content
- Build repeatable formats
- Anyone at school can send content
- Every announcement doesn't need to be on socials  
→ Ask yourself, what will perform well?
- Consider a scheduling tool, like Buffer or Later or the one built into Meta Business Suite. → Watch aspect ratio

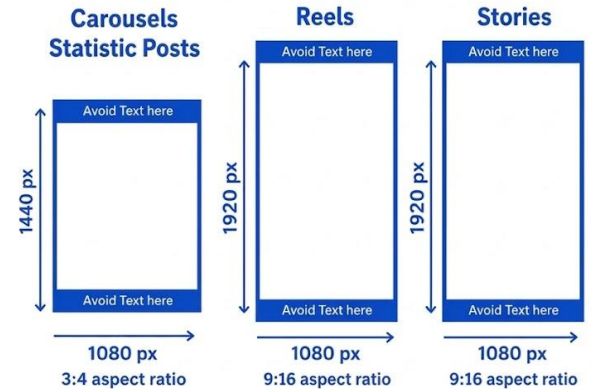


# ASPECT RATIO

- Make graphics vertical
- Gallery of pictures can be horizontal still or if you use the mixed option both.



## New Instagram Posts' Sizes In 2026



### Quick Guide:

- 1080 px width is the baseline for all formats
- Vertical (3:4) > Square – It owns more scroll time
- Reels & Stories = Only 9:16 – Anything less fills with black

# REPURPOSING CONTENT

## A Decade of Innovation: The PLTW Effect with Miega Alumni

## Article



**William Watson, Class of 2022**  
Majoring in Nuclear Engineering and  
Mechanical Engineering at K-State

"I took every single PLTW course Miega offered. I would definitely say that PLTW offers a strong starting point to anyone planning to go into STEM. For me personally, the focus that both Mr. Clark and Mr. Anderson put on pushing students to take each assignment as a challenge, to take risks and learn through trial and error. Being able to fail and get back up is such a valuable skill that is so important when studying engineering."



**Payton Niles, Class of 2020**  
Enrolled in the Integrated Biomedical Science PhD program at the  
University of Kentucky College of Medicine

"PLTW gave me a lot of exposure to not just scientific thinking but also to networking and research integrity. While I did not end up in an engineering field, PLTW was still super impactful in shaping me into a scientist. I learned how to look at a problem, troubleshoot, and be comfortable with being uncomfortable. I have found that compared to my peers I am much more equipped at figuring out the steps I need to meet my goals, learning how to use new software, and how I can utilize my strengths to learn and grow in my career."



**Patrick Fontaine, Class of 2019**  
Mechanical design engineer designing mobile robots for a  
company in Boston called Symbotic

"I definitely learned material in Principles of Engineering that wasn't covered until my sophomore or junior year of college at the University of Notre Dame. Likewise, Engineering Design and Development mirrors the Senior Design project commonly used as a capstone for college engineering programs. It's great exposure to the process of engineering a solution to a real problem."



**Catherine Eschelbrenner, Class of 2020**  
Working for SCM Architects in Little Rock, AR

"PLTW taught me problem-solving skills that were used all throughout college and into my professional career. The course also gave me a strong introduction into how to use most of the software I use. This set me ahead in both school and work."



**Ana Gajewski, Class of 2023**  
Majoring in Bioengineering - Medical Device track,  
Santa Clara University

"At Miega, I took Principles of Biomedical Science. This course exposed me to new lab procedures such as microscopy, gel electrophoresis, blood typing, and DNA extraction. I encountered the lab skills that I first learned from this course in my college courses. In Principles of Biomed, we also kept a detailed lab notebook and learned about data analysis, which prepared me for lab reports that I do regularly in college."



**James Masoner, Class of 2019**  
Propulsion test engineer at NASA's Stennis Space Center  
with Relativity Space

"Being in the class contributed to the realization that when encountered with a problem, I can probably figure it out. For me, it was the difference between, 'My car is broken, and I need a mechanic,' to, 'My car is broken, and maybe I can fix it.'"



**Nick Randant, Class of 2022**  
Majoring in Aerospace Engineering  
at the University of Kansas

"Taking PLTW classes at Miega 100% helped show me that engineering was the field that I most wanted to pursue in college, and taking an aerospace class my senior year was very helpful in solidifying what particular engineering major I wanted to do. I had never taken any classes like that before, and they allowed me to see how much fun it was to learn how to apply all of the math and physics that we learned in class to minor projects."



**Tyler Poirier, Class of 2019**  
Project engineer in the healthcare sector  
at JE Dunn Construction

"The PLTW courses introduced me to technical drawing, design thinking, and project-based collaboration – skills that reappeared throughout my college coursework. Having that early exposure gave me a head start and allowed me to grasp complex concepts more quickly and contribute meaningfully to group projects from day one."

# REPURPOSING CONTENT

One event can become:

- Giving materials
- Blog on our website
- Alumni post
- LinkedIn reflection
- Friday newsletter blurb

What I learned from this?

- Collaborations
- Ok to spread a series out

Changes in Social SEO



One of his projects involved transforming 20,000 square feet of the Cardiovascular Imaging Department at the University of Kansas Hospital System.

PLTW's early exposure to technical drawing, design thinking, and project-based collaboration gave him a head start, allowing him to grasp complex concepts and contribute meaningfully to group projects in college from day one.



A DECADE OF PLTW: TYLOR POITIER '19



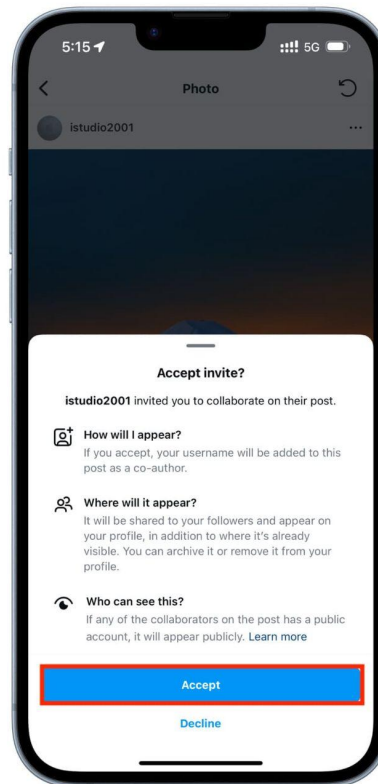
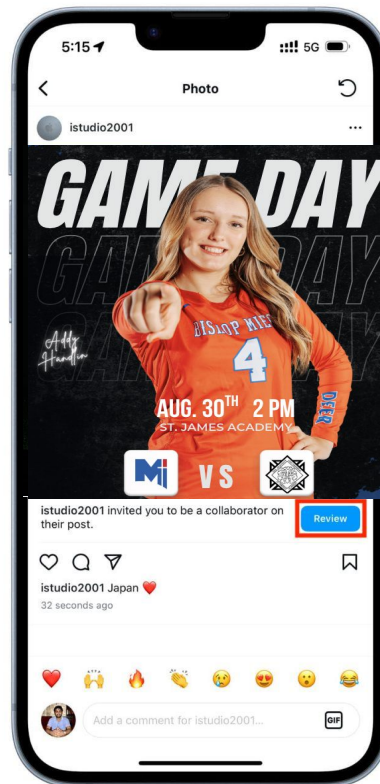
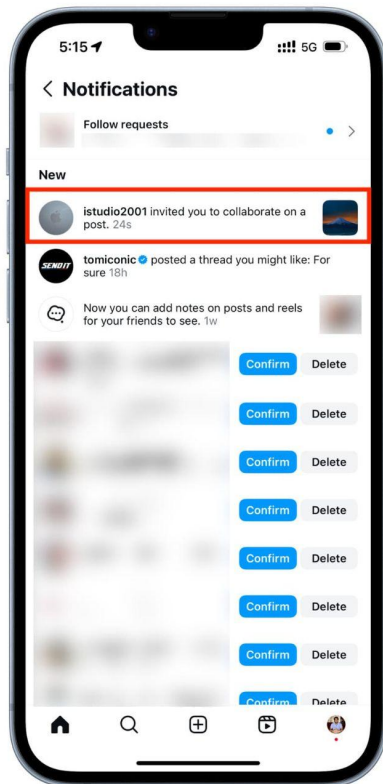
## Developing Leadership through PLTW

Tylor Poitier is a project engineer in the healthcare sector at JE Dunn Construction.

*"Project Lead the Way courses at Miego had a significant impact on my development, especially in leadership," he said. "They gave me the confidence and foundational skills to step into leadership roles early in college. One example was my involvement with the National Organization of Minority Architecture Students at The University of Kansas, where I contributed to community initiatives and built skills that continue to shape my career today."*

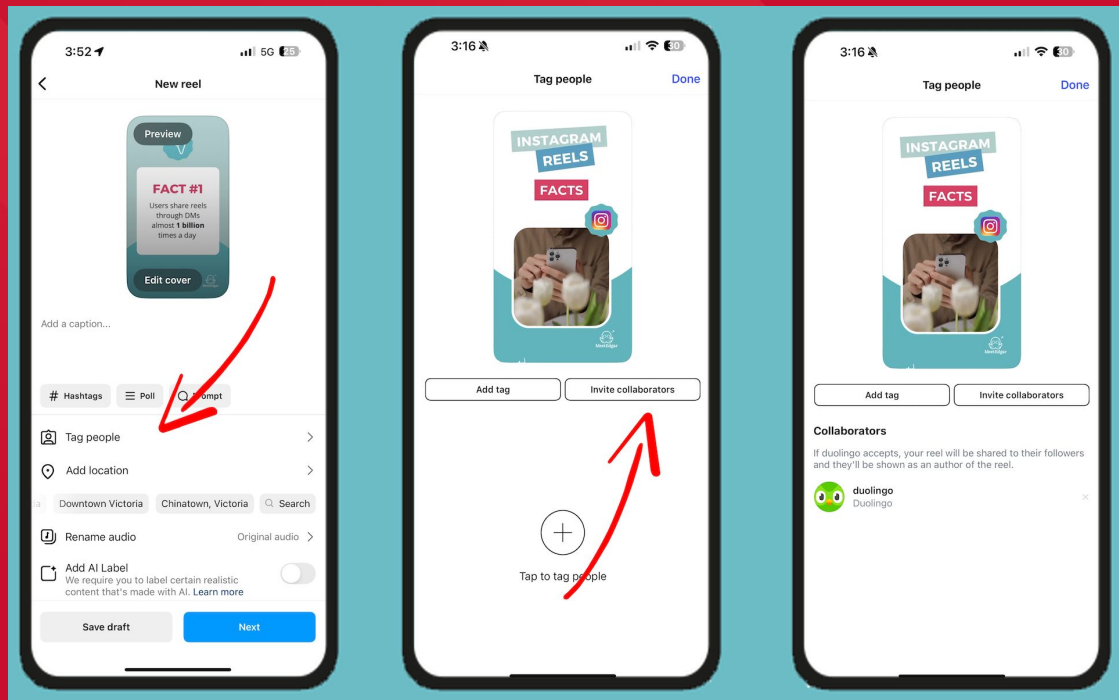
# COLLABORATION REQUESTS

- If someone invites you, you will receive a request.
- How to accept:  
Click "Review"  
Click "Accept"
- Once accepted, the collaboration post will appear on your profile grid



# COLLABORATION REQUESTS

- To collaborate with someone else (The Archdiocese, a business in town, etc.) on your pictures, hit “tag people” and then “invite collaborators.”



# AI AS A FORCE MULTIPLIER

## AI helps:

- Brainstorm ideas
- Draft captions
- Repurpose content
- Adjust tone
- Save time
- Overcome blank-page syndrome

## But AI cannot replace:

- Institutional knowledge
- Relationships
- Taste
- Emotional intuition
- Mission understanding

**AI helps us move faster. It doesn't tell us what matters.**

# tone matters more than ever

- Avoid overly formal language
- Shorten captions
- Make things feel human, warm, hospitable

## Good social content sounds:

- Conversational
- Specific
- Warm
- Mission-centered without sounding corporate

Tomorrow, the Class of 2026 will become the 68th graduating class of Bishop Miege.

One more class added to a legacy that stretches back generations, where the new and the old come together. Nova et Vetera.

As they walk across the stage tomorrow, they join a community of Stag alumni connected by faith, tradition, and excellence.

Drop your graduation year below to welcome the Class of 2026!

Special thanks to Newspaper staffers Jack Gehaus and Paul Olson for creating this cover that so beautifully represents Nova et Vetera.

Archdiocese of Kansas City in Kansas Catholic Schools of the Archdiocese of Kansas City in Kansas The Leaven Starlight



Congratulations to our incredible theatre department on earning FOUR nominations for the Blue Star Awards this year!

- 🌟 Ceremony Ensemble – Bella Dessert
- 🌟 Ceremony Ensemble – Isaac Frenzel
- 🌟 Creative Contribution Award – Nora Butler (Choreography)
- 🌟 Outstanding Scene Design – Cody Israel and Spencer Moxley

Out of 66 schools competing, this marks the 21st nomination in Miege history, with an impressive 19 of those coming in just the last five years.

Winners will be announced on Thursday, May 21 at Starlight Theatre, where select students will also take the stage to perform.

Break a leg, Stags!

Archdiocese of Kansas City in Kansas Catholic Schools of the Archdiocese of Kansas City in Kansas The Leaven Starlight



**CONTENT I LIKE TO USE**

# HUMAN-CENTERED CONTENT

- Student stories
- Teacher personalities
- Alumni journeys
- Behind-the-scenes moments

ESPN stopped by Bishop Miege to film a special feature on Spencer Jones '19, set to air during the Stanford vs. BYU football game in September.

Spencer is one of the eleven Stag athletes featured on our new boys' and girls' locker room murals — a tribute to the legacy and spirit of Miege athletics.

Coach Rick Zych had great things to share about Spencer's impact: "Spencer came in as a 5'8 freshman who didn't know anybody from a public school. He left Bishop Miege feeling that this was his new home and his new community.

He grew physically (graduated 6'9), academically (he took every honors class given at Miege and graduated from Stanford in Management Science and Engineering) and spiritually.

He left Stanford with the all-time 3-point leading shooter. He currently plays for the Denver Nugget in the NBA. He came in as a boy and left a man, and he still calls Miege home."

■ Photos courtesy of Dean Davison. See less

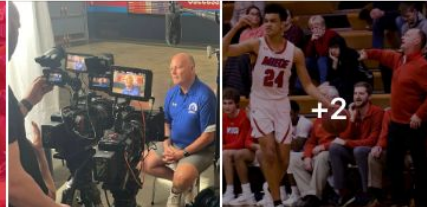


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- Coach Rick Zych on Spencer Jones '19



"It's cool to be the good guy."

"Be the hero in someone else's story."

"Real confidence is quiet."

"Be curious, not judgmental."

"Jesus calls us to love everyone, not just those who it is easy to love."

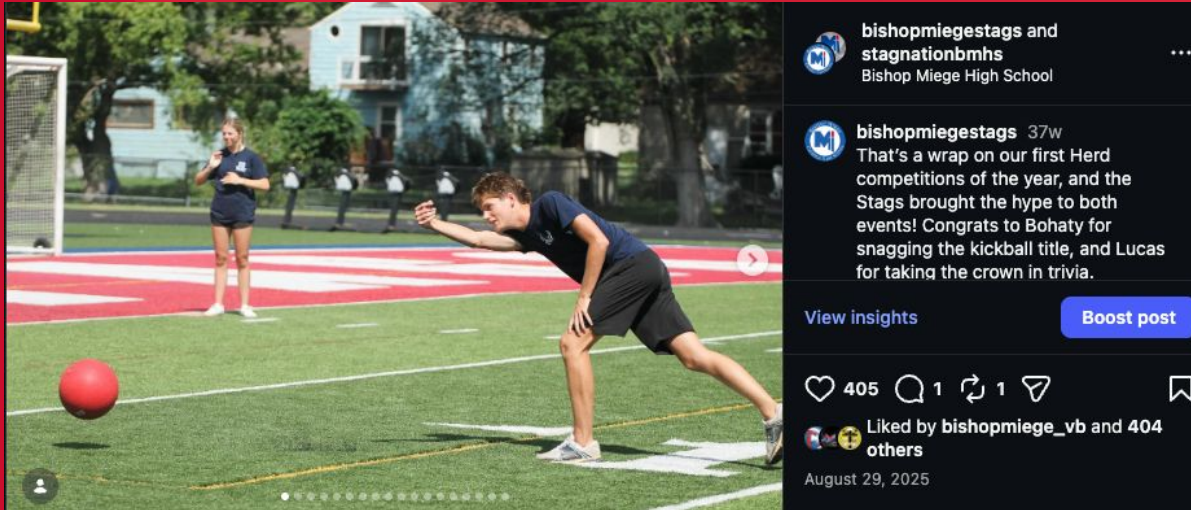
These are just a few of the messages our Miege seniors shared while speaking to 5th–8th graders as they encouraged students to build others up, choose kindness, and live out Christ's love every day. Thanks for inviting us, [Holy Trinity!](#) [#WorldKindnessDay](#) [#CatholicEducation](#)

[Archdiocese of Kansas City in Kansas Catholic Schools of the Archdiocese of Kansas City in Kansas The Leaven](#)



# IDENTITY CONTENT

- Traditions
- Faith life
- Hospitality
- School culture
- “What it feels like to be here”



# EMOTIONAL CONTENT

- Community moments
- Graduation
- Tributes
- Senior reflections
- Teacher appreciation



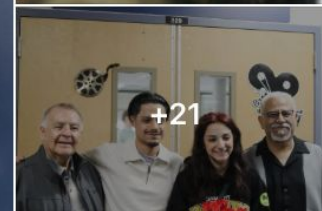
On Friday, we gathered with many members of Lisa's family to dedicate the Lisa Lopez-Galvan Production Studio.

Lisa, a 1998 Miego alum, was someone who truly lit up every room she walked into. She worked for the Roeland Park Police Department for 14 years, was a beloved DJ and radio host on KKFI 90.1 FM, and brought joy to countless community events. She was a devoted wife to Mike and a loving mom to Miego alumni Adriana and Marc.

As a group, we prayed over the space and over the students who will learn and create here for years to come. One line from the blessing especially stays with us:

"May this be a place of truth, beauty, and light. Bless the teachers who mentor here and the students who find their voices here."

We're so grateful to the Lopez-Galvan family for being with us and for sharing Lisa's legacy with our community. Her spirit will live on here every single day. [See less](#)



# PROOF CONTENT

- Awards
- Academic rigor
- Results
- College placements
- Athletics



How many zip codes within our student body do students come from?

**bishopmiegestags** Original audio

**bishopmiegestags** 16w  
Our students come from 68 zip codes and counting. That's one incredible Miego community!

**I3agels**

49 likes Reply

**ben\_mcfarland01**

View insights Boost reel

514 2 4

Liked by theleavenkc and 513 others

January 21

**Bishop Miege High School** is with **PLTW - Project Lead The Way** and 3 others. ...  
Published by Buffer · May 7 at 1:10 PM ·

Bishop Miege has been named a 2025-26 Project Lead The Way Distinguished High School! We're honored to be one of only FIVE high schools in Kansas and the only private school in the state to receive this recognition!

Through our PLTW Biomedical Science, Computer Science, and Engineering courses, Miego students engage in hands-on, project-based learning that builds real-world skills for the future. We are grateful for our outstanding teachers and students who continue to make innovation, creativity, and excellence part of the Miego experience every day. [See less](#)

# PLTW

2025-2026  
ONE OF FIVE IN KANSAS

## DISTINGUISHED HIGH SCHOOL

<b>MR. SCOTT ANDERSON</b> Aerospace Engineering	<b>DR. JACKIE ARICO</b> Joseph M. Pedrotti Innovation Center	<b>MR. JC CLARK</b> Introduction to Engineering Design, Principles of Engineering	<b>MRS. LORI DOWD</b> Computer Science Essentials
<b>MR. MATT ESHELBRENNER</b> Introduction to Engineering Design	<b>MR. MATT PETERIE</b> 21st Century Learning	<b>MRS. MARY BETH SUMMERS</b> Principles of Biomedical Science, Human Body Systems, Medical Interventions	<b>MR. JEFFREY REED</b> Computer Science Principles

# REELS/SHORT-FORM VIDEO

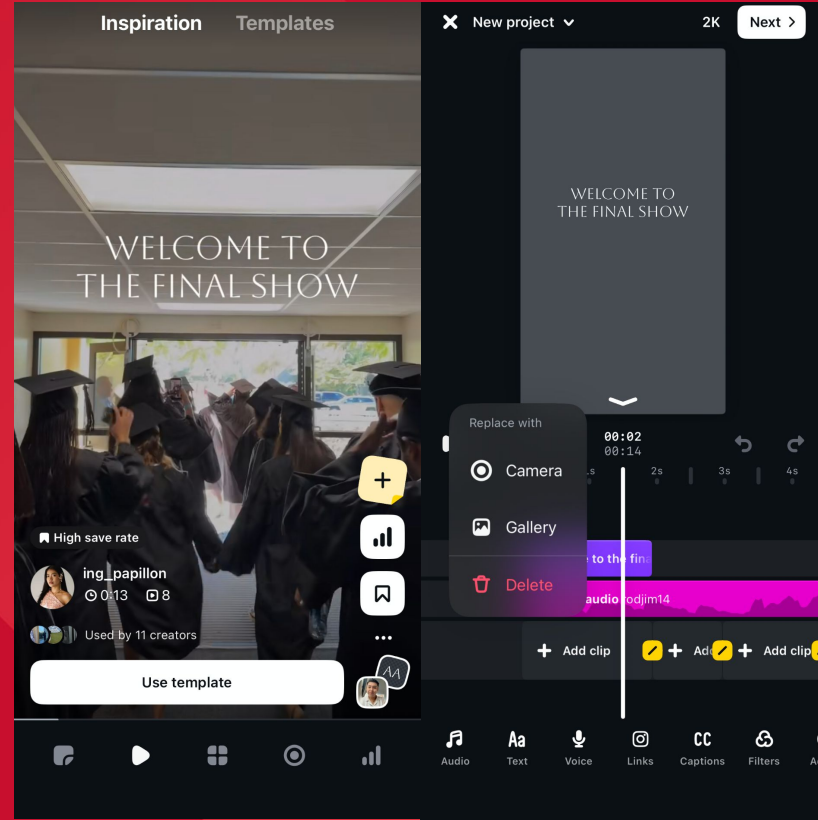
Your videos do not need to be perfect.  
They need to feel real.

Reels vs. Feed video vs. Stories

- Reels account for roughly 50% of the time users spend on Instagram.
- In 2026, Instagram Reels generate 3-5x more reach than static posts and 2-3x more reach than Stories → primary growth tool

## Time Savers:

- Use Edits app and use templates.
- If appropriate, try trending audio.
- Short captions
- Done is better than perfect!
- For reels, ideal to be under 90 seconds



# METRICS THAT ACTUALLY MATTER

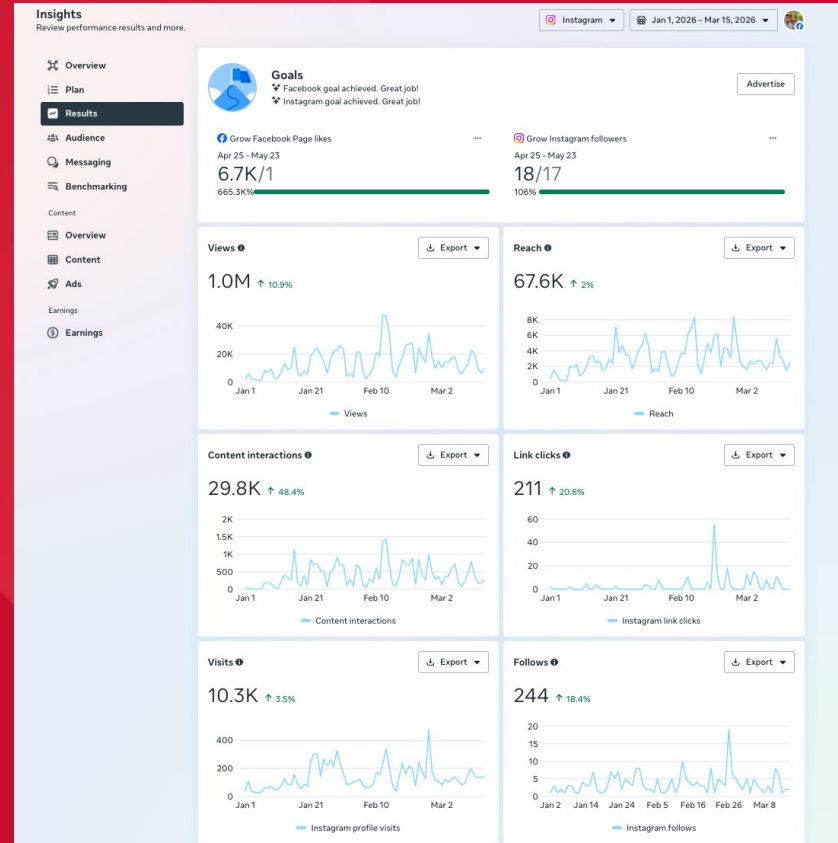
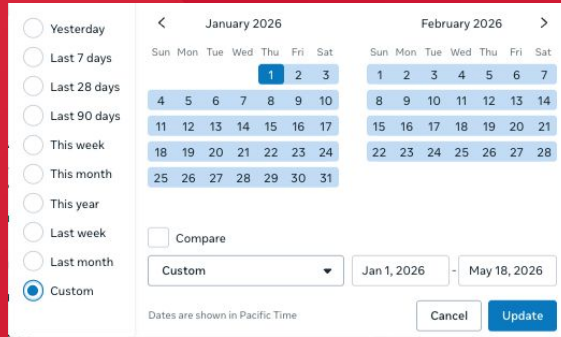
Not just:

- Likes
- Followers
- Views

But:

- Are families **sharing** content?
- Are alumni engaging again?
- Are people saying, "This feels like your school"?
- Are we reinforcing trust and identity consistently?

**Meta Business Suite Tip:** Does disappear after two years, can select Content to see best posts



# ULTIMATELY IT'S ABOUT

## Social media for schools is about building:

- Trust/Belonging
- Belonging
- Storytelling

## You do not need:

- Constant trends
- Endless time
- Perfect equipment

## You need:

- Clear mission
- Efficient systems
- Consistency

**The goal is not to go viral.**

**The goal is to make people feel something true about your school, over and over again.**

