

The St. Louis American premiered our first Salute to Excellence in Education Instagram campaign in October 2020. In the past, we provided an engaging countdown days before the Salute to Excellence on Facebook. In 2020, we expanded our promotions on Instagram, and created posts for Instagram stories, which previewed the Salute to Education which was transformed into a virtual event. Instagram graphics, effects, and emojis were used to dramatize and enhance photos and video of awardees, hosts, prizes and entertainment. The 10-days to 1-day countdown posts were interspersed with videos on Instagram: a sneak preview of the entertainment, a commercial featuring an awardee, and special video message from St. Louis native and actor, Sterling K. Brown, that received over 1,000 views.

We invited award winners to share pictures of themselves throughout the virtual event. Please see screenshot of a particularly touching photo of one of the awardees with her mother. This photo received over 150 likes during that evening's virtual show. A great time was had by all and the Instagram stories from that event are saved on our page under "2020 #STL Salute."

**INSTAGRAM CAMPAIGN – 1<sup>ST</sup> PLACE –**

**ST. LOUIS AMERICAN**

<https://www.youtube.com/watch?v=HVog7WesN6s>

[https://www.youtube.com/watch?v=PfTA\\_6kWW4w](https://www.youtube.com/watch?v=PfTA_6kWW4w)

<https://www.facebook.com/StLouisAmerican/videos/3358773207539755/>

<https://drive.google.com/drive/folders/1JBIUXE5JHk5K9rrFzO5foPbqinxj2NkA>