



# **Salem-Keizer Public Schools Music and Theater Program Office**

Facebook as an Advocacy Tool



Group photo with all staff. This photo is updated every August to include new hires.

Edit cover photo



### Salem-Keizer Music and Theatre

1K followers · 45 following

Professional dashboard

Edit

Advertise

- Posts
- About
- Mentions
- Reels
- Photos
- Videos
- More

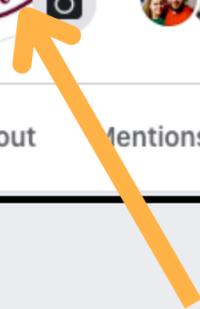


Image with district name and content at a quick glance.

# High Engagement Posts

**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · January 21 ·

Congratulations to the January Noteworthy Music and Theater Students! These incredible students are involved in at least one music and/or theater class, have strong att... [See more](#)



**Makinzee Tyler**  
Swegle Elementary School  
Orchestra and Choir

Makinzee is a talented musician who plays viola and sings in choir. She loves how the rhythm of music makes her feel and the sense of accomplishment it brings. In addition to music, she stays busy babysitting and playing softball pitcher and first baseman. Inspired by her dad, who shares her love of baseball and softball, Makinzee's favorite performance so far was at the 2024 McKay Area Orchestra Run-Up. Being involved in music has helped Makinzee discover her unique talents and taught her important lessons about responsibility as she balances it with her other activities. Fun fact: she's amazing at hoverboarding! Keep shining, Makinzee!



**Kadence May**  
Parrish Middle School  
Choir and Band

Kadence is a multi-talented musician who plays saxophone, flute, and oboe, sings in choir, and marches with the North Salem Marching Band. Her favorite part of being involved in music is the fun and the incredible sense of community it brings. In addition to music, Kadence competes in track and field and cross country, balancing her many activities with dedication and skill. Inspired by older students Tim and Eden from NISHS, Kadence's favorite performance so far was at PCI when she was in seventh grade. Music has shaped her personality, helped her make lasting



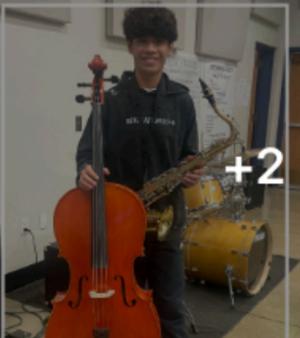
**Daisy Judd**  
McKinley Elementary School  
Choir and Theater

Daisy is a passionate singer and actor who loves bringing characters to life on stage. She's part of her elementary choir and has performed in roles like Greer in The Sound of Music and Tiny Tim in A Christmas Carol, as well as various productions with CEI and elementary music programs. Her favorite part of being involved in music and theater is choosing how to express her character's emotions. In addition to performing, Daisy plays basketball and tennis. She's inspired by her grandparents, who was also an actor, and her favorite performance so far was The Sound of Music at South Salem High School. Being involved in music and theater has helped Daisy become a better listener and express her own emotions. It's also wonderful here.



**Brianna Barker**  
McNary High School  
Band and Musical Theater

Brianna is a dedicated and multi-talented musician who plays flute and saxophone. She has been drum major for three years, is involved in Wind Ensemble, Symphonic Ensemble, Marching Band, and the Pit Orchestra for The Little Mermaid. Her favorite part of being in music is the peer her bandmates feel like family. Beyond Brianna is also the captain of the McNary swim team. Inspired by her supportive positive friends and family, Brianna's favorite performance so far was with OSU at the PRAs. Being involved in music and theater has taught her the value of perseverance, reliability, and finding a group of people who lift you up. With her packed schedule, mastered time management and learns to balance her efforts across her many commitments. Her advice to younger students is: "Be sure you can devote time to it. It's good to try new things to see if you love." Fun fact: her parents met in as students at McNary, and she dreams performing with the Chicago Symphony someday. Keep reaching for the stars, Brianna!



**Nick Roby**  
Crossler Middle School  
Orchestra and Band

Nick is a talented musician who plays cello, saxophone, piano, and drum set, while also excelling in sports like football, lacrosse, basketball, golf, and track. His favorite part of being in music is the freedom to create on his own. Inspired by his dad, Nick's favorite performance so far was at the 2024 McKay Jazz Festival. Being involved in music has made Nick a happier person and expanded his knowledge, while balancing music and his many activities has sharpened his multitasking and organizational skills. His advice to younger students is: "Have fun. You just have to enjoy it. You won't always have

[See insights and ads](#) [Boost post](#)

# Monthly Student Spotlight Series: Canva w/Student Pictures

**Views** 1

**2,764**

51.2% Followers ● 48.8% Non-followers

**Approximate earnings** 1

**\$0.00**  
Total approximate earnings

**Viewers** -- **Stars** \$0.00

**Net follows** 1

**0**  
Net follows

**Who viewed your content** 1

Age and gender Top countries

● Women ● Men ● Unknown

35-44	33%
45-54	19.5%
18-24	18.9%
25-34	16.2%
65+	7%
55-64	5.4%

**Interactions** 1

**95**

👍	42	❤️	47	😂	0	😮	0	😱	0	😭	0	🔥	0
<b>Reactions</b>													89
<b>Comments</b>													2
<b>Shares</b>													4
<b>Saves</b>													0

# High Engagement Posts

**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · November 20 at 1:53 PM · 🌐

🎵 Want to know what 350 intermediate high school choir students sound like with 2-3 hours of rehearsal, one half-hour sectional, and a half-hour clinic with an incredib... [See more](#)



[See insights and ads](#) [Boost post](#)

👍❤️ La Jarochita Media, Salem-Keizer Public Schools and 83 others 4 comments 7 shares

👍 Like    💬 Comment    ➦ Share

View more comments

 **Jack Rab**  
This is amazing!  
3w Love Reply Hide ❤️

 Comment as Salem-Keizer Music and Theatre

## Salem-Keizer Intermediate Choir Festival: Video

**Views** 1

4,517

100% Followers    0% Non-followers

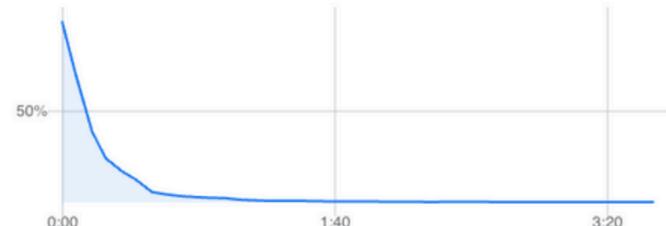
**Approximate earnings** 1

\$0.00  
Total approximate earnings

Viewers 3,571    Stars \$0.00

**Audience retention** 1  
Most of your audience dropped off at the 0:11 mark and your average watch time is 13s.

13s  
Average watch time



3-second views 2,517  
1-minute views 133  
Watch time 13:58:49

**Interactions** 1

134

👍 77    ❤️ 43    😂 0    🤔 0    😱 2    😬 0    😡 0

👁️ Reactions 122  
💬 Comments 4  
➦ Shares 7  
🔖 Saves 1

**Net follows** 1

7  
Net follows

# High Engagement Posts

**Salem-Keizer Music and Theatre**  
 Published by Kathy Kem · November 28 at 7:18 PM · 🌐

🎵 McKay and North represented Salem-Keizer in the annual Salem Holiday Parade tonight! 🎉

[See insights and ads](#) [Boost post](#)

👍❤️ Capital Community Media and 151 others 3 comments 2 shares

## Salem Bands March in the Salem Holiday Parade: Pictures

**Views** ⓘ

8,008

84.5% Non-followers 15.5% Followers

**Approximate earnings** ⓘ

\$0.00  
Total approximate earnings

Viewers 5,240 Stars \$0.00

**Net follows** ⓘ

3  
Net follows

**Who viewed your content** ⓘ

Age and gender Top countries

Women Men Unknown

Age Group	Percentage
35-44	26.7%
45-54	22.1%
25-34	16.9%
65+	16%
55-64	12.7%
18-24	5.5%

**Interactions** ⓘ

161

Interaction	Count
👍 Like	109
❤️ Love	47
😂 Laughing	0
😄 Grinning	0
😮 Wow	0
😓 Frowning	0
😡 Angry	0
🗨️ Reactions	156
💬 Comments	3
➦ Shares	2
🔖 Saves	0

# High Engagement Posts

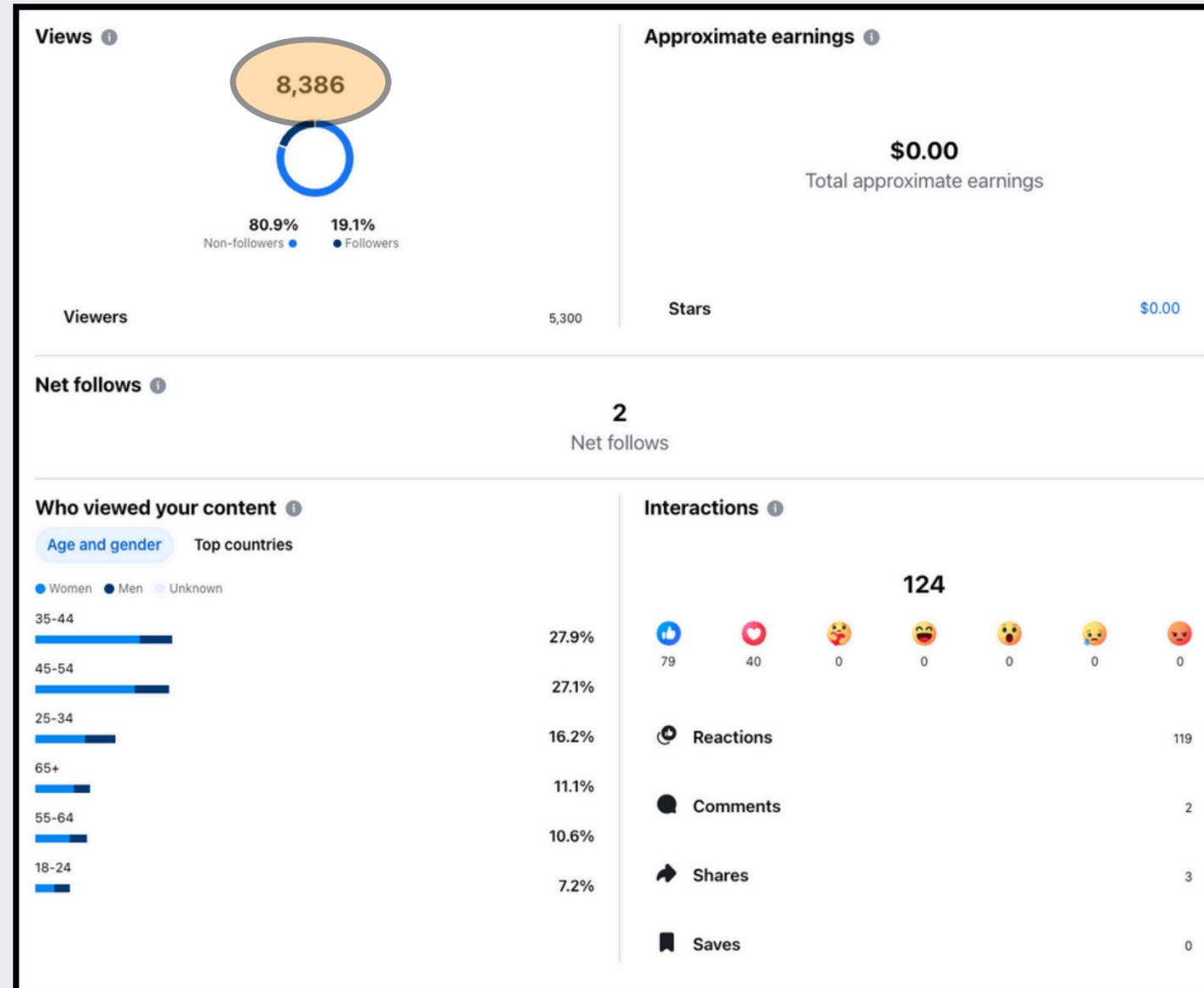
**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · October 18 ·

Congratulations to McNary, McKay, Sprague, and West Salem Marching Bands who performed well at today's West Salem High School Bands of America Marching Band Clinic/Comp... See more

[See insights and ads](#) [Boost post](#)

Capital Community Media and 106 others 2 comments 3 shares

## SK Bands Compete at “Bands of America” Marching Band Clinic and Competition, hosted at West Salem HS: Pictures



# High Engagement Posts

**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · September 18 · 🌐

👉👉 The stage is set for another incredible year of theatre in Salem-Keizer!... [See more](#)

**SALEM-KEIZER PUBLIC SCHOOLS 2025-2026 Salem-Keizer Theater Production Calendar**

<b>McKay HS</b> Mean Girls January 23-31 Talent Show February 27 Puffs May 15-23	<b>McNary HS</b> Murder on the Orient Express October 22-25 Chicago January 22-31 Spring Show TBA May 13-16	<b>North Salem HS</b> nshstheater.com Martian Chronicles October 2-11 Semi-Amazing, Sort of Sensational, Almost Unbelievable Christmas Spectacular December 13-14 Shrek the Musical January 15-24 Student Directed One-Acts April 23-25 Pride and Prejudice May 14-23
<b>South Salem HS</b> Dracula October 30-November 1 The Wizard of Oz December 4-7 24-Hour Theater January 24 Pre-Regionals Acting Showcase January 29 Winter Play TBA February 26-28 Spring Play TBA April 30-May 2	<b>Sprague HS</b> https://sprague.salkeiz.k12.or.us/academics/theatre Mamma Mia November 6-15 She Kills Monsters February 12-21 25th Annual Putnam County Spelling Bee May 7-9 One-Act Festival May 14-16	<b>West Salem HS</b> Guys and Dolls November 6-15 Regionals Showcase January 25 Thespian Show TBA February 25-27 Shakespeare TBA April 29-May 2 Unified Theater TBA May

[See insights and ads](#) [Boost post](#)

👍❤️ 56      2 comments 19 shares

## 2025-2026 Theater Calendar: Canva Graphic

**Views** 1

12,093

83.2% Non-followers    16.8% Followers

**Approximate earnings** 1

**\$0.00**  
Total approximate earnings

Viewers: 6,248      Stars: \$0.00

**Net follows** 1

**18**  
Net follows

**Who viewed your content** 1

Age and gender    Top countries

● Women ● Men ● Unknown

35-44	29.5%
45-54	23.4%
25-34	21.2%
55-64	9.3%
65+	9%
18-24	7.6%

**Interactions** 1

**182**

👍	👍❤️	😂	😄	😱	😭	😡
92	61	0	0	1	1	0

Reactions: 155  
Comments: 2  
Shares: 19  
Saves: 6

# High Engagement Posts

**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · August 18 ·

Our staff is getting ready for students to return!... See more

See insights and ads Boost post

96 11 comments 5 shares

## Elementary Music Teacher Training: Video

**Views** 7,456

100% Followers 0% Non-followers

**Approximate earnings**

**\$0.00**  
Total approximate earnings

**Viewers** 4,898 **Stars** \$0.00

**Audience retention**  
Most of your audience dropped off at the 0:04 mark and your average watch time is 13s.

**13s**  
Average watch time

**Interactions** 222

142 Reactions 62 Comments 0 Shares 0 Saves

**Net follows** 8

8 Net follows

# High Engagement Posts

**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · June 4 ·

🎵 We're Hiring! Join Our Music Education Team! 🎵

We... See more

## WE ARE HIRING!

**CROSSLER MIDDLE SCHOOL**  
Salem, Oregon

Salem-Keizer Public Schools seeks an outstanding colleague to join the music faculty as the Orchestra Director at Crossler Middle School. Responsibilities include program leadership and instruction for the Crossler MS Orchestra program, including three leveled orchestras, elementary strings for Schirle and Sumpter Elementary Schools, as well as the 5<sup>th</sup> Grade area orchestra class. This position is a temporary position while the teacher is on maternity leave.

**PREFERRED QUALIFICATIONS**

- Knowledge of supplementary methods and techniques
- Demonstrated ability in working with students from a variety of cultural backgrounds.



**Temporary Position**



**WE ARE HIRING!**

**RICHMOND ELEMENTARY SCHOOL**  
Salem, Oregon

Salem-Keizer Public Schools seeks an outstanding colleague to join the music faculty as the general music and choir teacher at Richmond Elementary School. This position is a temporary position while the teacher is on maternity leave. Richmond Elementary School is a kindergarten through fifth-grade school that is located close to downtown in the South Salem attendance area with students feeding into Leslie MS.

**PREFERRED QUALIFICATIONS**

- Knowledge of supplementary methods and techniques
- Demonstrated ability in working with students from a variety of cultural backgrounds.



**Temporary Position**



**WE ARE HIRING!**

**MCNARY AREA STRINGS SPECIALIST**  
Keizer, Oregon

Salem-Keizer Public Schools seeks an outstanding colleague to join the music faculty as an Elementary Strings Specialist in the McNary Area. This part-time position is expected to be .66FTE with duties including teaching the 4<sup>th</sup> grade beginning strings class at four separate schools, as well as assisting with the 5<sup>th</sup> grade (second year) program at Cloggett Creek Middle School.

**PREFERRED QUALIFICATIONS**

- Knowledge of supplementary methods and techniques
- Demonstrated ability in working with students from a variety of cultural backgrounds.

[See insights and ads](#)

[Boost post](#)

👍 9 18 shares

## Job Opening Posts: Canva Graphics

**Views** 1

13,515

88.5% Non-followers ● 11.5% Followers ●

**Approximate earnings** 1

\$0.00

Total approximate earnings

**Viewers** --

**Stars** \$0.00

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**Net follows** 1

0

Net follows

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**Who viewed your content** 1

[Age and gender](#) [Top countries](#)

● Women ● Men ● Unknown

35-44	27.9%
25-34	27.4%
45-54	21.1%
55-64	10.6%
18-24	7.3%
65+	5.8%

**Interactions** 1

59

👍	39	❤️	2	😂	0	😍	0	😮	0	😏	0	😡	0
<b>Reactions</b>	41												
<b>Comments</b>	0												
<b>Shares</b>	18												
<b>Saves</b>	0												

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**Link clicks** 1

10

Link clicks

# High Engagement Posts

**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · March 31 ·

Join us in congratulating Alain Goff, 8th Grade Flautist from Straub Middle School. After submitting a video audition, she was invited to perform the National Anthem at... [See more](#)

*Congratulations*  
**Alaina Goff**  
Straub Middle School

PERFORMING OUR NATIONAL ANTHEM  
**ALAINA GOFF**  
SALEM, OR

[See insights and ads](#) [Boost post](#)

Capital Community Media and 82 others 16 comments 11 shares

## Student Success Story: Graphic and Video

**Views** 1

4,523

64.2% Non-followers 35.8% Followers

**Approximate earnings** 1

**\$0.00**  
Total approximate earnings

Viewers -- Stars \$0.00

**Net follows** 1

2  
Net follows

**Who viewed your content** 1

Age and gender Top countries

Women Men Unknown

Age Group	Percentage
35-44	27.5%
25-34	19.5%
45-54	19.1%
65+	13.6%
55-64	10.9%
18-24	9.4%

**Interactions** 1

231

Interaction Type	Count
Reactions	206
Comments	16
Shares	9
Saves	0

# High Engagement Posts

**Salem-Keizer Music and Theatre**  
Published by Kathy Kem · October 29 ·

Big News from Salem-Keizer Music!

W... See more

**All-State Middle School Choirs**  
Friday, January 16, 6pm & 7pm • First Baptist Church, Eugene

**All-State High School Choirs**  
Sunday, January 18, 4:00pm & 5:00pm • First Baptist Church, Eugene

**All-State Elementary Choir**  
Saturday, January 17, 5pm • First Baptist Church, Eugene

**All-State Middle School Orchestra**  
Friday, January 16, 5pm • Lane Community College, Ragazzo Hall, Eugene

See insights and ads

Boost post

53

10 shares

## 2026 All-State Performers/Presenters: Canva Graphics

**Views** 1

4,777

61.1% Non-followers  
38.9% Followers

**Approximate earnings** 1

\$0.00  
Total approximate earnings

Viewers 2,006

Stars \$0.00

**Net follows** 1

2  
Net follows

**Who viewed your content** 1

Age and gender Top countries

Women Men Unknown

35-44	28.5%
45-54	26.3%
25-34	17.9%
65+	10.7%
55-64	8.8%
18-24	7.9%

**Interactions** 1

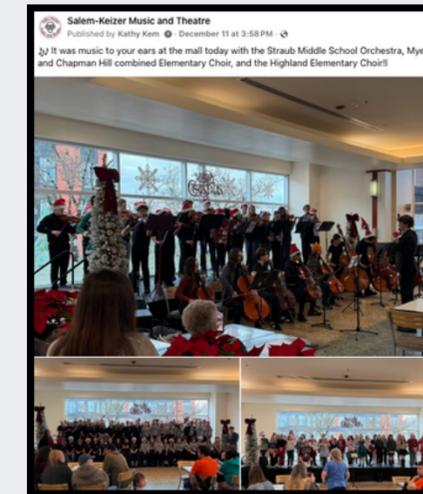
114

Like	65
Love	39
Care	0
Wow	0
Dislike	1
Angry	0
Reactions	105
Comments	0
Shares	8
Saves	1

# Posting Calendar

## Thursdays

- Weekly “Upcoming Events” Graphic

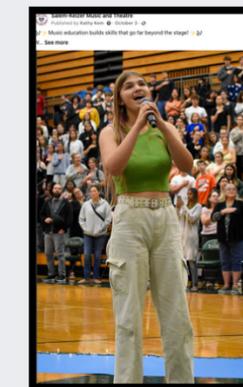


## Daily

- Concert Pictures or Videos

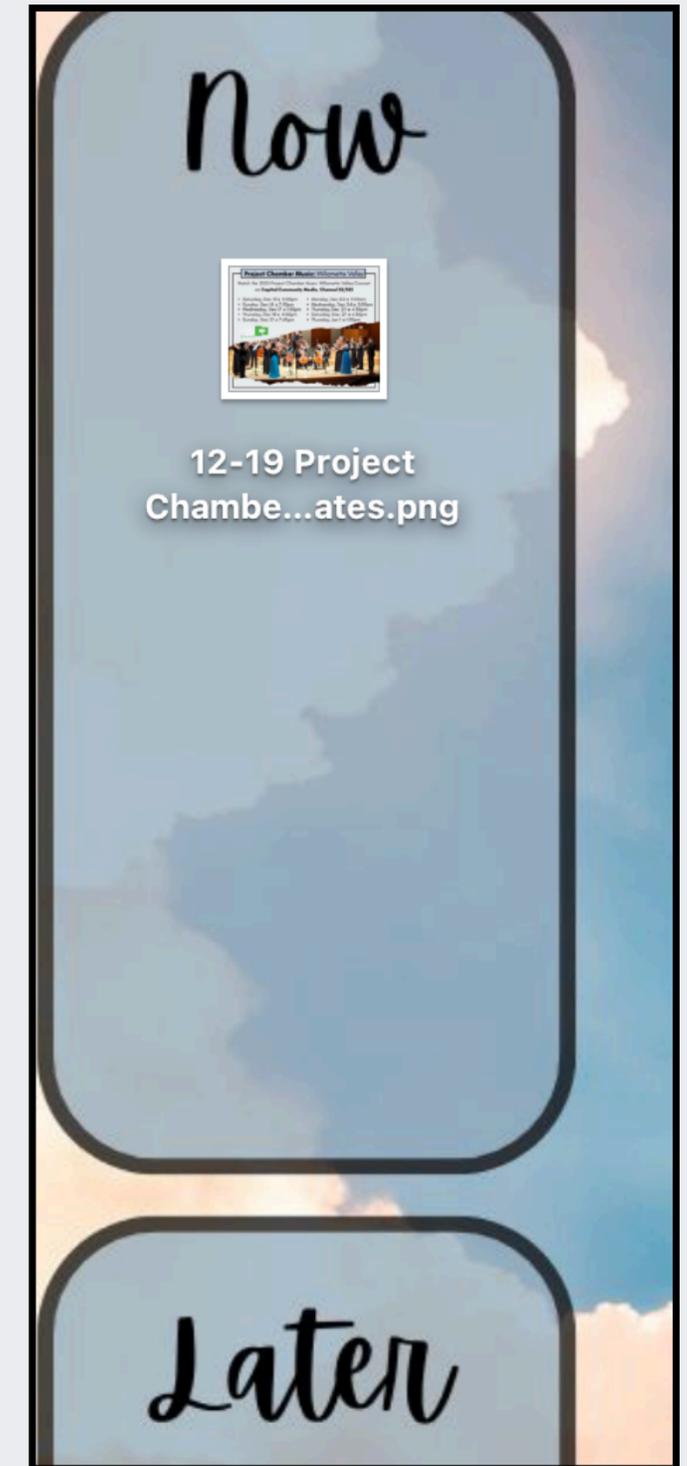
## Special

- Fundraisers and Plays/Musicals:
  - One week before
  - One day before or day of (teacher preference)
- Student/Teacher/Program Recognition
  - “Timely Manner”\*
- Re-posts
  - We often have the opportunity to share posts originally shared by schools



## “Timely Manner”

- We try to keep posts down to no more than 2 posts a day with several hours between each post, as much as possible.
  - This gets tricky when there are multiple large events happening in a short period of time, so I organize out posts in advance and do less of the “regular” posting in order to accommodate additional special posts.
- Digital Media is organized on my desktop:
  - Saved as a PNG or JPG with the “to be posted” date at the beginning of the title
  - Organized into a “now” and “later” box on my desktop screen
    - “Now” is this week
    - “Later” is next week and beyond



## Where Does Content Come From?

- I attend as many performances as possible and take pictures and video just in case at every opportunity - I have a ton of pictures and videos on my phone that have never been shared.
- Teachers and friends take pictures and video at concerts I can't attend and send them to me. This is especially helpful on nights where we have many concerts happening at once all across the town.
- Teachers create and share their own digital content on their school/program Facebook pages and I share directly from there when I can (this helps increase their foot traffic, too!)
- Teachers send me files to share
- Booster Parents send me files to share
- Canva!
- Don't be afraid to use AI to help create engaging posts!

# Building an Audience

- Like/Follow as many local music/theater-adjacent businesses, 501c3s, groups, TV and news agencies, and schools as you can.
  - Share out their content when appropriate
- Reach out to your local music stores and ask them to like/follow your page
  - Invite them to share posts occasionally, asking them to share specific ones that might benefit from higher traffic
- TAG!!! Be sure to tag other stake holders:
  - District Facebook page (i.e. Salem-Keizer Public Schools)
  - School Facebook page (i.e. South Salem High School)
  - School Program Facebook page (i.e. South Salem High School Orchestras)
  - When appropriate: TV/News, MEA, etc.
- Share your page! Invite your friends, family, and colleagues to like the page, but also hit up your local Facebook groups (local “Moms” groups are a great place to start):
  - i.e. A parent in the local Moms group asks “does anyone know where I can take my kids to see a choir concert?” - Answer the question, then share, “Feel free to like/follow [Salem-Keizer Music and Theater](#) - I update it weekly with a calendar of events!!” (Don’t forget to include the link!)
- Feature PEOPLE (students and community) as much as possible - they will like and share.
- Be an active poster with a variety of types of posts.
- Create a QR code that takes people straight to the Facebook page - stick it in programs and posters, and display it at events for people to scan.