Remember that emotions matter! Research shows that we can promote positive emotions with our actions, mindsets and goals. The change you want to see in your school is now in your hands! Connect with us on Instagram and Facebook for more inspiration, and to be recognized for all of your hard work!

Gather your team and choose an idea that you are passionate about and addresses an area of need for your school. Keep in mind that each school faces different challenges, so feel empowered to customize/mix-and-match these ideas based on your community so they work best in engaging your entire student body.

**Ongoing Campaign Ideas:**
These ideas are long-term projects that take longer to launch, running anywhere from a month, a semester or even a whole school year.

- **Meditation and Yoga:** add meditation and yoga to your school's routine through study halls, advisory periods and after school times.

- **Supporting Sports:** Organize at least one match/game for each athletic team where you try to get high attendance.

- **Interest-Based Mentorship:** Start a mentoring program at your school where students and teachers are matched by interests. (e.g. guitar, cooking, etc.)

- **Pause Bell:** Set up a bell on the loudspeaker in your school that goes off a few times a day. Every time the bell rings, everyone must stop what they are doing and take three deep breaths.

**Event-based projects:**
These ideas are short-term projects that you can quickly launch!

- **Diversity Learning Day:** Host an event focused on celebrating the cultural diversity at your school.

- **Lunch Scramble:** Everyone is randomly assigned to sit with different people at lunch in order to meet new people.

- **Mural Painting:** Paint a mural to improve the look of your school based on an inspiring theme.

- **Talent Show:** Showcase the talents of students at your school.
One creative way to foster empathy through storytelling is with a “School Instagram Account”. You can create your own photos, videos and boomerangs highlighting stories of everyone in your school, posting them with a school-wide hashtag to bring your community closer together. *Humans of Loara* has a great example of a school instagram account, featuring stories of students/educators with interesting prompts such as “what makes you smile?” and “what are your goals and aspirations?” Sharing student/teacher stories is a great way to promote understanding, compassion and kindness in your community!

**Fast Facts:**
- On average, media content that uses compelling images has 94% more total views than content without images.
- *Humans of Loara’s* Instagram has over 10,000 views!
- Instagram accounts are free to set up and a great way to show school pride.

**Discussion Questions:**
- How could you use a school Instagram account to promote connectivity and positivity within your entire community?
- What are some fun themes you could incorporate into your photos/videos? (hint: motivation monday, fun fact friday...)
- What stories and values do you want to promote to encourage understanding in your student community?

*Go Deeper:* Follow *Humans of Loara* on Instagram to see their account and get some inspiration: @humansofloara