

“How Are We Doing?”

A Social Media Sentiment Analysis of Fulton County Board of Education’s Social Media

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(I) Introduction

Fulton County Schools (FCS), the 35th largest school district in the United States, is home to over 87,000 students and 107 schools, and uniquely utilizes data analytics to better pursue its goals of preparing its students for graduation, ensuring safety and security for students, & fostering strong fiscal responsibility. In this mission, stakeholder feedback is critical; as noted by FCS, analysis of social media posts and comments related to the school board or education-related topics can facilitate an understanding of public opinion and improve communication strategies around what FCS is and is not doing. Specifically, while the checking of social media platforms every morning is difficult to scale, a tool that aggregates the topics and sentiment of years of social media data would allow for objective interpretation of how FCS’s stakeholders regard the district’s performance over time, providing sources of potential improvement.

(II) Problem Definition

We have built a Microsoft PowerBI dashboard that uses post and comment data from FCS’s Facebook and Instagram pages to quantify engagement and sentiment over time on each platform, using datasets scraped using the free credit allowances of the Apify API. Our Facebook dataset comprises 3,413 posts and comments made between March 2023 and May 2025, while our Instagram dataset comprises 1,888 posts and comments made between September 2020 and May 2025. Our final product includes comparative visualizations and summary statistics to allow FCS stakeholders to better understand the unobvious sources of sentiment concentrations over time & make efforts accordingly.

(III) Literature Survey

Carpenter et al. (2014)’s study of school district social media indicate that community feedback related to a school district’s performance, which once predominantly took place at school-related meetings or events, has largely shifted to social media; missing out on this area of community feedback can lead to a public perception that the district is nonresponsive to parental concerns. As a majority of districts have preserved “one-way communication” relegated to official school events, FCS’s collection of student performance would facilitate an objective analysis of student performance against stakeholder concerns, and thereby highlight gaps in communication with the community.

Conducting accurate social media sentiment analysis is a nontrivial task: posts and comments often vary widely in text formality, sarcasm, abbreviations, slang, profanity, and use of emoji that can skew sentiment outputs; social media discourse can be referential to events or conversations that are not explicitly stated within a thread; and contributions to social media are inherently self-selecting, such that more extreme viewpoints tend to be represented (Nip & Berthelier (2024)). Therefore, a strong sentiment analysis addresses the temporal context of any discourse studied, sets reasonable margins of error to account for variation in how text is processed, accounts for the fact that the data tends to indicate more extreme points of view, and analyzes with and without objects of large sentiment output variation such as emoji.

Analysis over multiple social media platforms allows for a greater breadth of data as well as comparison of how FCS is doing with different populations. Limniou et al. (2022) shows that while Facebook strikes a roughly equal split between male and female users, roughly a quarter of its adult users are between the ages of 18 and 30, while the residual is above 30 years of age; conversely, approximately 80% of active Instagram users tend to be female, 80% of adult users tend to be between 18 and 30 years of age, while 20% tend to be 31 and over. While our team did not expect large variation in sentiment on the grounds of gender, we did expect that the differences in average age of users across the two social media platforms studied may yield differences in engagement levels & typical sentiment over time.

(IV) Methodology

(A) Data Collection

While the free Twitter / X API shut down two years ago, Apify facilitates a data scraping process for Facebook and Instagram. Our process was as follows:

- **Facebook Posts:** Using the “[Facebook Posts Scraper](#)”, FCS’s [Facebook page](#) was fed to the tool with a maximum of 10,000 posts and allowed to run until the most recent two years of posts were scraped.
- **Facebook Comments:** Using the “[Facebook Comments Scraper](#)”, the post URLs returned by the previous scrape were fed. Free credit limits (about \$5.00) facilitated the scrape of all comments in the two-year timeframe.

- **Instagram Posts and Comments:** Using the “[Instagram Post Scraper](#)”, FCS’s [Instagram page](#) was fed to the tool. Free credit limits (about \$5.00) facilitated the scrape of all posts and comments over the last five years.

Scraped data was collected into a JSON, where alterations were made to better support the study.

(B) Sentiment Calculation

Our team chose [VADER](#) (Valence Aware Dictionary and Sentiment Reasoner) for our sentiment analysis tasks due to its design focus on short, informal, and emotive content, as seen in social media discourse. VADER utilizes a human-validated sentiment lexicon with rule-based heuristics to address negations, slang, and emoticons, and does so in a highly efficient and interpretable way relative to other sentiment analysis alternatives, such as BERT. Critically, VADER produces a compound score that reflects not just the sentiment directionality of a text (neutral, positive, or negative) but magnitude of intensity, which allows identification of the most positively and negatively received content in the dataset. Although we originally considered BERT (Bidirectional Encoder Representations from Transformers) or lightweight versions such as [DistillBERT](#), we ultimately opted to use VADER due to the transparency of output decision, as seen in the intensity score, as well as the scalability benefits.

(C) Text Cleanup

To support better visualizations of text over a particular quarter or year, we utilized the **stopwords** and **TreebankWordTokenizer** libraries from the [Natural Language Toolkit \(NLTK\)](#). These libraries were specifically used to strip hashtags, mentions, and stopwords (e.g. “in”, “our”, “or”) from text to ensure that visualizations were not bombarded with common terms. An example is provided below in [Figure 1](#).

text	<p>Each month, our Board proudly recognizes students, staff, and schools achieving top honors at the state, national, or international level. Honorees must have placed first at the regional or state level or ranked among the top nationally or internationally. Join us in celebrating our May honorees:</p> <p>Amana Academy student won first place at the 2025 K-12 InVenture Prize Competition</p> <p>Autrey Mill Middle School received Music Program of the Year award from the Georgia Music Educators Association</p> <p>Aviation Team from Fulton Schools College & Career Academy won first place in the Student Aviation Challenge and Unmanned Aerial Systems (UAS) Drone Competition</p> <p>Tri-Cities High School boys are the GHSA 5A state basketball champions</p> <p>#FCSBoardRecognition #FCSAchieve #FultonCountySchools #FCSnews #FultonCountyBOE</p>
post_text_cleaned	<p>month board proudly recognizes student staff school achieving honor state national international honoree must placed first regional state level ranked among nationally join celebrating honoree amana academy student first place 2025 inventure prize competition autrey mill middle school received music program year award georgia music educator association aviation team fulton school college career academy first place student aviation challenge unmanned aerial system drone competition high school boy ghsa state basketball champion</p>

Figure 1: Example of Text Cleanup

(D) Transformed Data Description

Our scrape produced multiple useful headers of data, as exemplified by [Figure 2](#) below.

Fulton County Schools • May 16
 Each month, our Board proudly recognizes students, staff, and schools achieving top honors at the state, national, or international level. Honorees must have placed first. See more

```

  {
    "facebookUrl": "https://www.facebook.com/100064616472680/posts/1096992082464664",
    "commentUrl": "https://www.facebook.com/FultonCountySchools/posts/pfbid0A2uTpwyavJhLe2yYHEXY",
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    "profilePicture": "https://scontent-lhr6-1.xx.fbcdn.net/v/t39.30808-1/489044895_12210798446082",
    "profileId": "61574774857247",
    "profileName": "Perfect Poster",
    "likesCount": "0",
    "threadingDepth": 0,
    "facebookId": "1096992082464664",
    "postTitle": "Each month, our Board proudly recognizes students, staff, and schools achieving top honors at the state, national, or international level. Honorees must have placed first. See more",
    "pageAdLibrary": {
      "is_business_page_active": false,
      "id": "151783608180300"
    },
    "inputUrl": "https://www.facebook.com/100064616472680/posts/1096992082464664",
    "comment_text_cleaned": "\u2764 \u2764 \u2764",
    "comment_text_cleaned_without_emoji": "",
    "post_text_cleaned": "month board proudly recognizes student staff school achieving honor stat"
  }
  
```

Figure 2: Example of Scraped Post Data

The most useful facets of the data are summarized below:

Table 1: Description of Data Headers

Header	Description
url	Indicates unique source of post or comment.
profileName	Indicates display name of commenter.
likesCount	Indicates number of likes on the post.
commentsCount	Indicates the number of comments on the post.
text	Provides raw text of post or comment.
compound	VADER is applied on the text column, outputting an intensity score of the sentiment ranging from [-1, 1], where (-1) indicates the maximum negative score, +1 indicates the maximum positive score, and 0 indicates the most neutral score.
sentiment	VADER is applied on the text column, outputting a categorical score of the sentiment. Possible values are {negative, neutral, positive}.
post_text_cleaned	NLTK is applied on the text column, removing stopwords, mentions, and hashtags.
comment_text_cleaned	NLTK is applied on the text column, removing stopwords, mentions, and hashtags.
comment_text_cleaned_without_emoji	NLTK is applied, removing detected emoji tokens from the set prior to the removal of stopwords, mentions, and hashtags.
cumulative_score	Used in particular months as the sum of all compound scores. For instance, a month with scores of {0.54, 0.9, and -0.3} would get a cumulative_score of 1.14, where higher scores indicate a more positive reception, and lower scores indicate a weaker reception.

(E) Summary and Approach

As we were able to scrape a larger time period (2020-25) on Instagram, we use this as a primary avenue of analysis, and use the 2023-25 data from Facebook as a point of comparison. [Figure 3](#), below, displays our Instagram dashboard over the full period studied (2020-25).

Our Instagram PowerBI dashboard holds the following elements:

- **Sentiment Distribution (Top Left):** The relative portions of positive, neutral, and negatively scored posts and comments over the time period selected.
 - **Count of Sentiment by Year and Sentiment (Top Middle):** A time series graph of the sentiment scores allocated over time.
 - **Feature Board (Top Right):** A selection board that allows a user to interactively pick a particular sentiment, set of profiles, or time period to analyze. For instance, a user may be interested in analyzing negative sentiment coming from a particular set of profiles between 2020-22 to better understand communication over the Covid-19 pandemic.
 - **Sentiment Heatmap (Middle Left):** This chart provides cumulative_scores scores in particular months over the 5.5 year time period studied. While all months received at least a weakly positive score, indicating that there were more positive comments than negative comments, the heatmap makes clear that some months were better than others. For instance, January 2022 had a weakly positive score of 0.43, while May 2023 was a great month, with a score of 23.31.
 - **Profile Tracker (Middle Right):** This chart provides a scrollable list of all profiles represented in the dataset, which allows us to assess the presence of “comment trolls” or otherwise prolific commenters that may skew the data, with data points on their number of comments over time and the sentiment of their comments.
 - **Word Cloud (Bottom Left):** After removing stopwords, mentions, and hashtags, the most common words found in the set are represented in the word cloud, with more frequently seen words appearing in a larger size.
 - **Biggest Comments (Bottom Middle):** This chart holds the most-engaged with comments, by number of comments, along with their compound sentiment score and sentiment. This allows users to see what the biggest drivers of sentiment scores over the time period were.
 - **Compound Score Time Series:** A chart indicating a cumulative compound score over time.

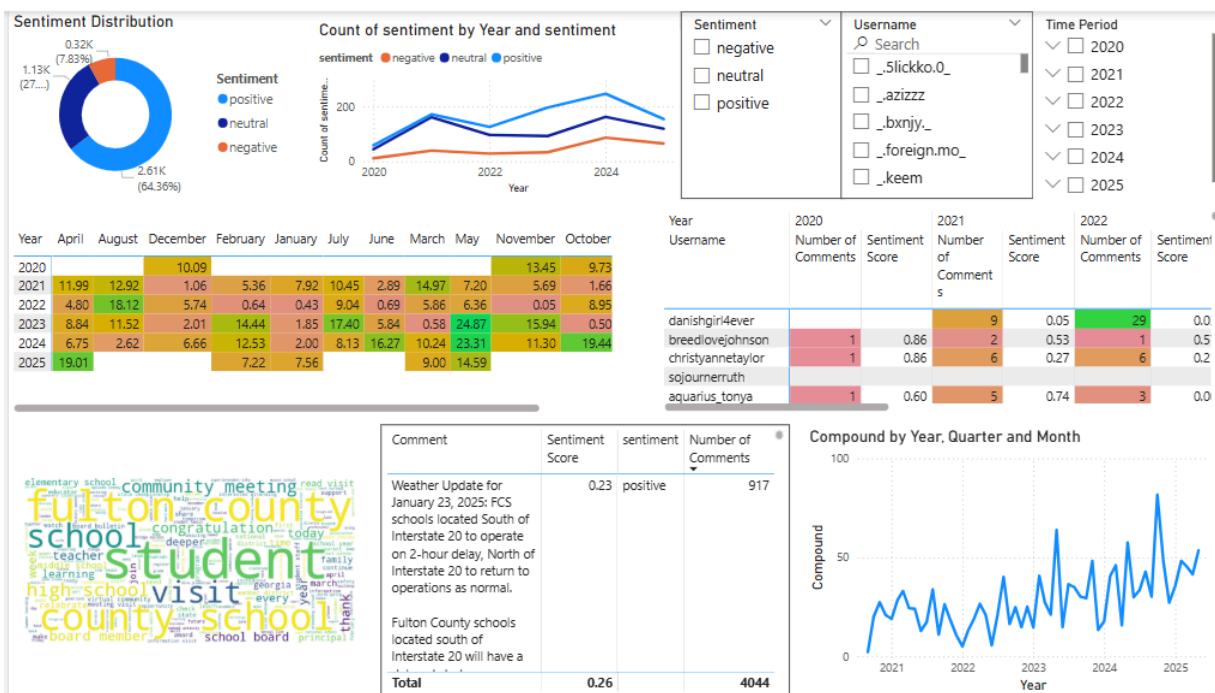


Figure 3: FCS Instagram Dashboard (2020-2025)

(V) Findings & Discussion

(A) Summary of Full Period

Over the full time period studied (2020-25), as seen in [Figure 3](#), above, public sentiment towards FCS has trended broadly positive, with notable surges in sentiment in particular years linked to specific community engagement efforts, public recognitions, and student success stories. Over the same period, at lower levels and rates, neutral and negative sentiment has also trended upwards, indicating that community engagement is growing over time. Bursts of sharp negativity, particularly in 2024 and 2025, reflect ongoing community concerns regarding leadership accountability, school safety, and transparency; moreover, this negative sentiment tended to be seasonally clustered around Q3 of each year with specific concerns regarding resource equity, transportation, and FCS transparency. Moreover, analysis of specific profiles indicates that there tends to be large variance in the profiles that engage with the FCS community, contrary to our expectations that a small subset of users drove most of the engagement; therefore, we can regard the community response as representative of FCS's community. Additionally, trends on Facebook and Instagram over their common years (2023-25) appeared to largely align, contrary to our expectations that they may diverge due to demographic differences. Below, we identify four clear themes that shaped public perception over the timeframe, with granular insights into specific events and patterns that produced praise or backlash.

We first highlight that recognition of leadership and educators tended to spark strong positive feedback. Celebrations of FCS leaders, teachers, and students tended to drive positive sentiment across all years. For example, educator spotlights & valedictorian tributes in 2020 and 2021 generated high praise, with a 2021 post celebrating principals and teachers yielding over 100 positive reactions. In 2023 and 2024, campaigns like #FCSFridaySmiles and "Teacher of the Year" recognitions strongly drove positive engagement, peaking at 144 positive comments, the most of any year up to that point. Overwhelmingly supportive responses were seen in 2025 to E.C. West Principal Jill Meeker's statewide award, and Langston Hughes High School's track team championship. As a point of action, our team recommends that FCS continue to post a consistent monthly calendar of spotlight posts for teachers, principals, and student teams, as the community appears to appreciate this kind of content.

Next, we observe that community celebrations and student athletic achievements tend to drive positive sentiment. In 2022, 2023, and 2025, posts highlighting high school sports victories, like Track & Field wins at Langston Hughes, earned some of the highest sentiment scores of their respective years. Moreover, posts related to Black History Month, like tributes to Edward Bouchet, tended to receive positive responses and shared personal reflections from the community, driving a sharp rise in compound sentiment score from 35.0 in January 2025 to 53.5 in April 2025. As a point of action, our team recommends the continued celebration of athletic and cultural events. To capitalize on the community's interest in sharing anecdotes & foster greater discussions, posts could call out for alumni memories and historical reflections tied to these events.

Thirdly, we observe that posts regarding governance and leadership decisions tend to consistently trigger negative sentiment. For instance, the 2024 leadership tribute of Kimberly Dove received several intensely critical responses accusing her of being unfit for public office. Kristin McCabe's leadership recognition in 2025 similarly sparked criticisms of inaction around school violence and staff safety. In this particular instance, users tended to reference specific incidents, such as a staff member assault at Mimosa Elementary, and used strong emotional language that consisted of calls for resignation. Posts like this caused concentrated sentiment drops, such as the drop in February 2025 to 40.2. As a point of action, our team does not recommend changing the content of these posts to garner more positive feedback; instead, leadership and governance posts appear to be a useful hotbed to gather genuine points of concern from the community. This is an intuitive finding: members of the community tend to be more critical and potentially callous when a leadership member is celebrated than when a student is recognized. By monitoring posts like this strongly, and tolerating negative feedback, FCS can better track points of concern within the community.

Finally, we note that from 2022 onwards, anxiety around student behavior and districts' handling of discipline & violence seems to be prevalent across negative feedback: disciplinary decisions were challenged in 2022, and frequent citations to the Mimosa Elementary assault incident were made in 2024 and 2025, with a callout of perceived lack of accountability and policy clarity. Additionally, Q3-focused concerns appeared to relate to "bus driver shortages" and school supplies in 2021, custodial staffing and building in 2022, and "support needed" for schools in 2024. As a point of action, our team recommends that FCS have a public relations policy in place, such that issues that arise are dealt with quickly and transparently. Delays, or perceived delays, in dealing with such issues can cause negative sentiment within the community that spreads quickly over social media. This initiative could include posts about new safety protocols or data on issue resolution, shifting perception from passive avoidance to active responsiveness.

(B) 2020 In Review

In 2020, FCS sentiment appeared to be strongly positive, with the strongest positivity ratio observed in the six-year window, with a general mood of gratitude towards frontline educators during the uncertain Covid-19 pandemic.

Key drivers of positivity included:

- Community partnerships and charitable efforts.** Collaborations with organizations like LionheartWorks and North Point Community Church received enthusiastic praise, celebrating joint efforts to support the district through initiatives like face shield donations and book drives.
- Recognition of staff and leadership.** Positive sentiment was driven by tributes to FCS staff, with Chef Reggie Sloan, for example, receiving affectionate and grateful comments, highlighting community appreciation for district employees who continued to show up amid the pandemic.
- Genuine engagement and accessibility.** Public officials and board members who engaged with families were acknowledged warmly. For instance, one comment reads, “she actively listens to families and staff in south FC”.

Key drivers of negativity included:

- Frustration with crisis communication.** Some of the most negative comments expressed strong dissatisfaction with the timing and clarity of district announcements during Hurricane Zeta and ongoing remote learning challenges, indicating frustration with the delay in announcements of plans.
- Power outage and remote learning struggles.** Stress felt by teachers and students without power was called out during remote learning engagements.
- Covid-related transparency concerns.** Some comments pointed to communication breakdowns in health-related matters, as one comment noted frustration with a lack of transparency regarding some teachers testing positive for Covid-19.

The drivers above mirror our recommendation that FCS be clear about its constraints and responsiveness to avoid a public perception of being passive in the face of issues.



Figure 3A: FCS Instagram Dashboard (2020)

Caption	Comment	Sentiment Type	Sentiment Score	Year
#educationfoundation I'm excited about our new community partner @lionheartworks, a vocational training center. Participants assembled 200 face shields for our staff in record time! Many are FCS grads & have done other charitable projects for our schools and the larger community like refurbishing much-needed computers during the pandemic. We couldn't do without our generous and helpful veterans! #FCSRising2gether #Autism #Nonprofit #VocationalTraining •	Thank you for the opportunity to help out! We can't wait to work together again! ☀️❤️	positive	0.92	2020
oncounty #fultoncountyschools #atlanta #atlantaga #atl #publicschoolsystem #education #haretta #chattahoocheehills #collegepark #eastpoint #fairburn #haepeville #johnscreek #milton #untainpark #palmetto #roswell #sandy springs #southfulton #unincity #studentachievement #fcspopleandculture #fcscommunitycollaboration #fcsfiscalresponsibility #educationfoundation				
Iks North Point Community Church for children's book drive! line up for Pop the Trunk food drive at Banneker HS! Francesca Warren is sworn in as FCS Board Member representing District 4.	The best gift. Love this @northpointcommunitychurch	positive	0.91	2020
t your District Chef! 9-year veteran cafe manager, Chef Reggie Sloan, joins the districts menu by providing culinary expertise to enhance recipes.	☀️☀️☀️☀️ She actively listens to families & staff in south FC!!! Exciting moment for our schools!!!	positive	0.89	2020
Reggie Sloan collaborates with managers, staff, and students to create student approved ideas for breakfast and lunch menus. Chef Sloan works with managers to provide preparation and taste tips. Chef Reggie that Rhymes with Veggie, a phrase commonly heard throughout his school, is the Cafe Manager at Heards Ferry Elementary School. 🍅🥕🥦	❤️ Chef Reggie ❤️❤️	positive	0.86	2020
e so thankful to have Chef Sloan as a part of our awesome team!				
Follow us on Facebook, Twitter & Instagram: @FCSNutrition				
			39.69	

Figure 3B: Most Positive Comments on Instagram (2020)

Post Caption	Comment	Sentiment Type	Sentiment Score
Fulton County Schools will be moving to our Remote Learning Model on Thursday, October 29, 2020 due to inclement weather associated with Hurricane Zeta. Teachers and students will not report to school buildings but teaching and learning will continue online. Only essential personnel will report. Remaining staff will work virtually following the recently outlined November 3rd (Election Day) Reporting Protocol. All other activities and athletics for October 29, including the PSAT, will be rescheduled.	Why does every county consistently year after year no matter what the catastrophe wait until the last damn minute to give any instructions? Or make any decisions. At ten am YESTERDAY it was reported the whole damn city would be out of power. So are our kids going to be counted as absent?? How about a stimulus check from the state of Georgia for homeschooling???	negative	-0.90
North Point Church donates 16,000 books to FCS students!	☀️☀️☀️ So amazing!!!!	negative	-0.75
Fulton County Schools will be moving to our Remote Learning Model on Thursday, October 29, 2020 due to inclement weather associated with Hurricane Zeta. Teachers and students will not report to school buildings but teaching and learning will continue online. Only essential personnel will report. Remaining staff will work virtually following the recently outlined November 3rd (Election Day) Reporting Protocol. All other activities and athletics for October 29, including the PSAT, will be rescheduled.	Power is still out in roswell and a lot of teachers does not have power to be able to teach remotely. I hope fulton county will release a cancelation of school today. This is very stressful and frustrating.	negative	-0.59
FCS Community Updates for Wednesday, November 11, 2020: - November 10 Work Session Update - Innovation Academy and Global Impact Academy - Drop-out/Graduation Rates - Enrollment Trends - COVID-19 Update - K-8 Model for Conley Hills ES & Hapeville ES - Fiscal Year 2022 Budget Parameters - Review of Agenda Items - November 19 Board Meeting. To read the full story, please visit: https://www.fultonschools.org/communityupdates	so we are not gonna talk about how some teachers at tri cities had covid and none of the parents got an email about it ☹ that is pathetic	negative	-0.57
Total			-5.38

Figure 3C: Most Negative Comments on Instagram (2020)

(B) 2021 In Review

In 2021, FCS public sentiment remained highly positive; however, frustrations around policy communication

Key drivers of positivity included:

- **Leadership accessibility and engagement.** Board Member Francesca Warren drew appreciative comments for her community presence and active listening.
- **School and teacher pride.** Comments like “best school” and “best teachers ever” exemplified enthusiastic community support, typically in response to posts around recognitions, celebrations, and school spirit moments.

Key drivers of negativity included:

- **Controversies.** One string of comments regarded the denial of a diploma to a recently deceased student who did not meet graduation requirements. This mirrors the need to communicate policies in a clear and timely fashion.

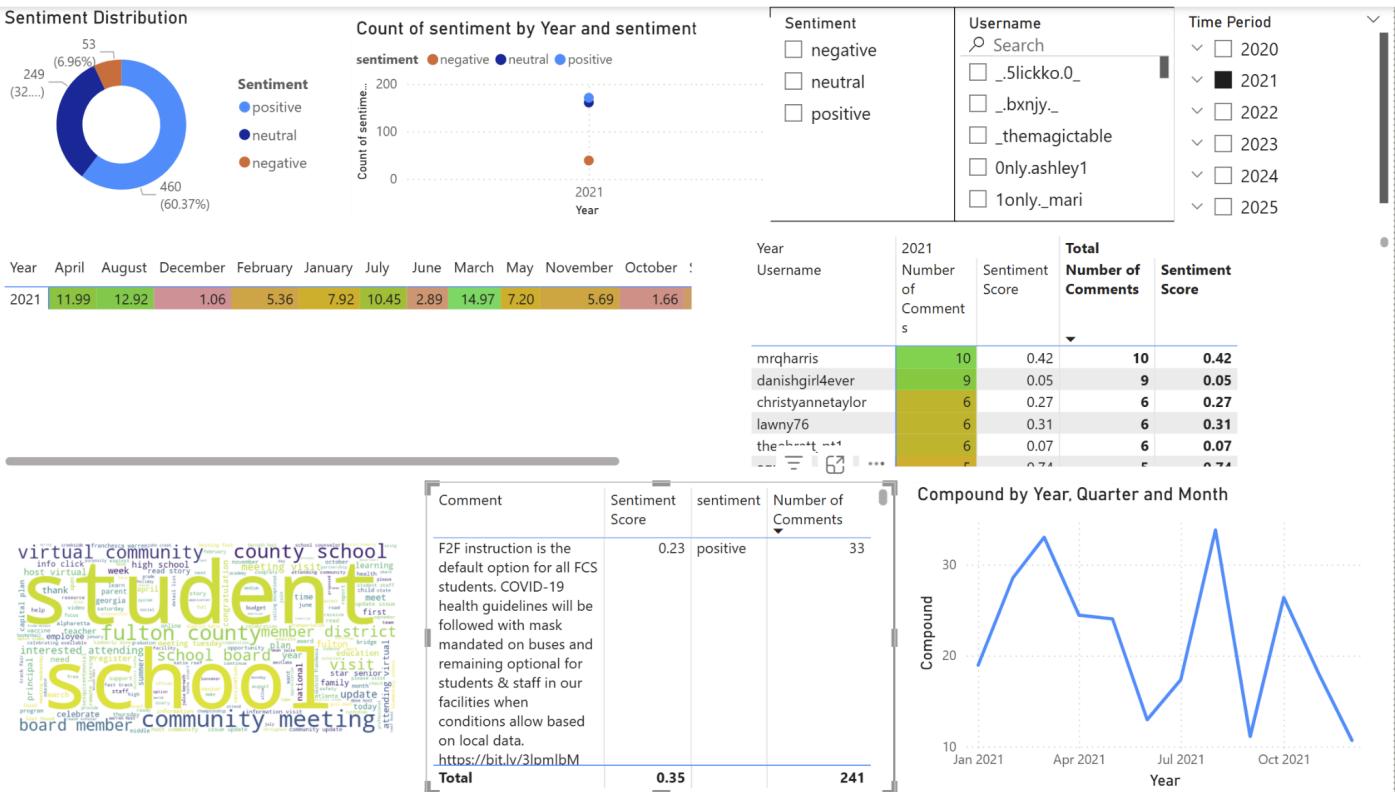


Figure 4A: FCS Instagram Dashboard (2021)

Figure 4B: Most Positive Comments on Instagram (2021)

Post Caption	Comment	Sentiment Type	Sentiment Score
Congratulations to @riverwood_ics Principal Kindra Smith who will be inducted into the 2021 Athletics Hall of Fame of her alma mater, University of @north_alabama https://bit.ly/3vGPtxo @ricsathletics. • • • #fultoncounty #fultoncountyschools #atlanta #atlantaga #atl #publicschools #discoveratlanta #education #alpharetta #chattahoocheehills #collegepark #eastpoint #fairburn #hapeville #johnscreek #milton #mountainpark #palmetto #roswell #sandsprings #southfulton #unioncity #fcstudentachievement #fcpeopleandculture #fccommunitycollaboration #fcsfiscalresponsibility #fultoneducationfoundation	Y'all done lost y'all absolute fucking mind if you don't give us my cousin diploma my baby died in a tragic car crash months before graduation and y'all do hell bent on curriculum that tbh I really don't give a fuck about put some respect on my family name y'all gone hear my mouth everyday until her diploma is in hand.	negative	-0.92
Congratulations to @riverwood_ics Principal Kindra Smith who will be inducted into the 2021 Athletics Hall of Fame of her alma mater, University of @north_alabama https://bit.ly/3vGPtxo @ricsathletics. • • • #fultoncounty #fultoncountyschools #atlanta #atlantaga #atl #publicschools #discoveratlanta #education #alpharetta #chattahoocheehills #collegepark #eastpoint #fairburn #hapeville #johnscreek #milton #mountainpark #palmetto #roswell #sandsprings #southfulton #unioncity #fcstudentachievement #fcpeopleandculture #fccommunitycollaboration #fcfsfiscalresponsibility #fultoneducationfoundation	@____bhadbunny I just saw this story on @wsbtv , and specifically went to this account to say how outraged I , too , am that she will not be granted a diploma . To simply say " that's our policy " and leave it at that is completely unacceptable . @fultoncoschools please show some humanity . I am horrified !	negative	-0.88
13 of the 14 FCS cities in Fulton County exceeded the level public health officials consider "High Community Spread."	Shameful. Disgusting. Disturbing.	negative	-0.87
Total			-19.43

Figure 4C: Most Positive Comments on Instagram (2021)

(C) 2022 In Review

This year, positive sentiment remained dominant, but recurring concerns about student behavior, safety transparency, and emotional health became more pronounced.

Key drivers of positivity included:

- **Leadership transitions and recognitions.** The appointment of Martin Neuhaus at Northview High School drove celebratory comments like “Northview is lucky to have you”.
- **Student representation and event excitement.** Reactions to school spirit and recognitions, such as celebrations of Cross Country (XC) runners, tended to attract positive feedback.

Key drivers of negativity included:

- **Mental health advocacy and criticism of disciplinary policies.** FCS was criticized for allegedly having a suicide rate double the national average and not shaping policy appropriately.
- **Accusations of workplace toxicity.** Comments surrounded a bullying conflict around a school official.
- **Pushback on Covid-19 vaccination efforts.** As was typical for the Covid-19 period, vaccine misinformation was pervasive, with some comments noting “it is sick to bribe people into getting a vaccine that is not effective”.

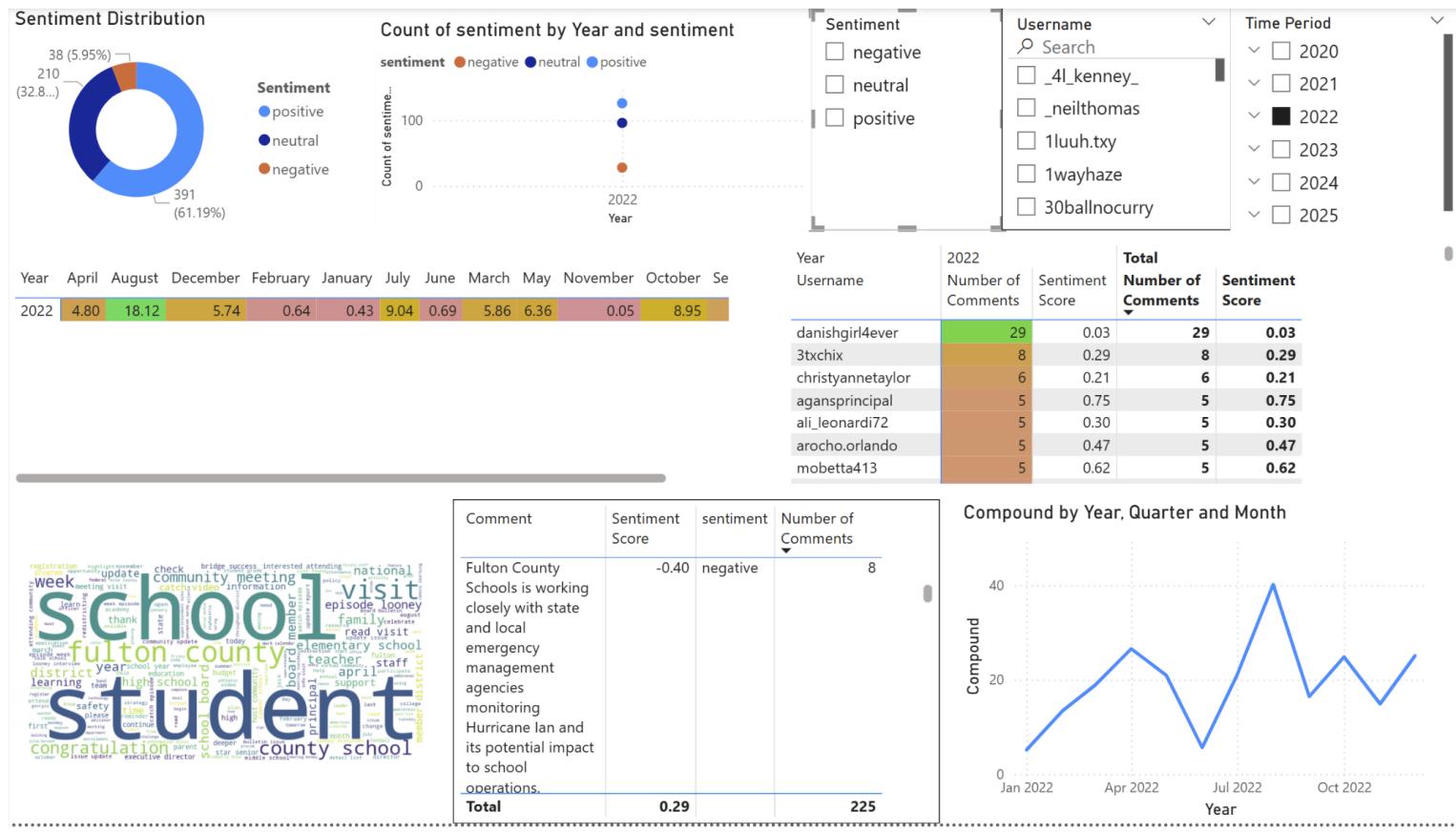


Figure 5A: FCS Instagram Dashboard (2022)

Figure 5B: Most Positive Comments on Instagram (2022)

Post Caption	Comment	Sentiment Type	Sentiment Score
September is Attendance Awareness Month. Attendance Awareness Month takes place to spread awareness regarding why maintaining attendance in school is essential for academic success. Visit www.fultonschools.org/attendance to learn more information regarding FCS attendance policy.	September is suicide awareness month. According to Trust for America's Health (TFAH), suicide rates among middle and high school aged children have increased by over 20% since the beginning of the COVID pandemic. Fulton county has a suicide rate that is almost twice as high as the national average. All while this is happening, the Fulton school board is diminishing the freedoms and rights of students with aggressive behavioral policies that only make life harder for the thousands of Fulton students suffering from depression, anxiety, and other mental illnesses.	negative	-0.96
FCS Community Update for 01/21/22 In this issue: 01/20 Post-Meeting Update - Superintendent's Report - Budget Update - Bridge to Success Update - School Allotment Guidelines (SAG) - Charter School Renewal - Board Policy Update - K-12 ELA Textbook Adoption - Sesquicentennial Video www.fultonschools.org/communityupdates	When is FCS going to terminate Angela R. Young, Director of the Contracting Dept for BULLYING, HARASSMENT, UNETHICAL HIRING/FIRING TACTICS, AND CONTINUING TO CREATE A HOSTILE WORK ENVIRONMENT?!?	negative	-0.94
Saturday, February 26th free Covid-19 vaccinations will be available for Fulton County Schools students, employees and family members ages 5+. Visit www.fultonschools.org/vaxevent for more information. #VAXUPFULTON	"Over the course of the pandemic, 49,000 Americans under the age of 18 have died of all causes, according to the CDC. Only 331 of those deaths have been from COVID — less than half as many as have died of pneumonia. In 2019, more than 2,000 American kids and teenagers died in car crashes; each year, according to some estimates, about a thousand die from drowning." https://nymag.com/intelligencer/2021/07/the-kids-were-safe-from-covid-the-whole-time.html	negative	-0.94
2nd round of the @officialghsa playoffs ! Shout out your school in the comments!	LET'S GOOOO WESTLAKE	negative	-0.88
Good luck to the 7 FCS 🏈 teams that qualified for the @officialghsa State Playoffs!	Let's go @johnscreekvolleyball	negative	-0.82
@westlakehsliions @cambridgegehs @johnscreekvolleyball @ricsathletics @hooch_happenings Alpharetta HS and Tri-Cities HS!			
Tomorrow, April 23rd free Covid-19 vaccinations will be available	It is sick to bribe people into getting a vaccine that is not effective!	negative	-0.79
Total			-14.25

Figure 5C: Most Negative Comments on Instagram (2022)

(D) 2023 In Review

In 2023, 71% of Instagram comments were observed to be positive. From this point, we also collected Facebook data, with 96% of comments scoring as positive. Despite this overwhelming positivity, specific incidents tended to bring the sentiment scoring down.

Key drivers of positivity included:

- **Staff recognitions and teacher nostalgia.** Comments recognizing the promotions of teachers & reminiscing on having teachers in the past earned positive feedback.
- **Community pride and student success.** FCS spotlight features and team recognitions continued to attract positive comments.
- **Philanthropic appreciation and Facebook positivity.** Several comments indicated gratitude for teachers returning to schools

Key drivers of negativity included:

- **Calls for accountability in misconduct cases.** An alleged incident related to unconsensual recording of a student at Renaissance Middle sparked negative discourse.
- **Global issues spilling into local discourse.** One comment invoked the Israel-Gaza conflict, challenging FCS's alleged silence on the issue.

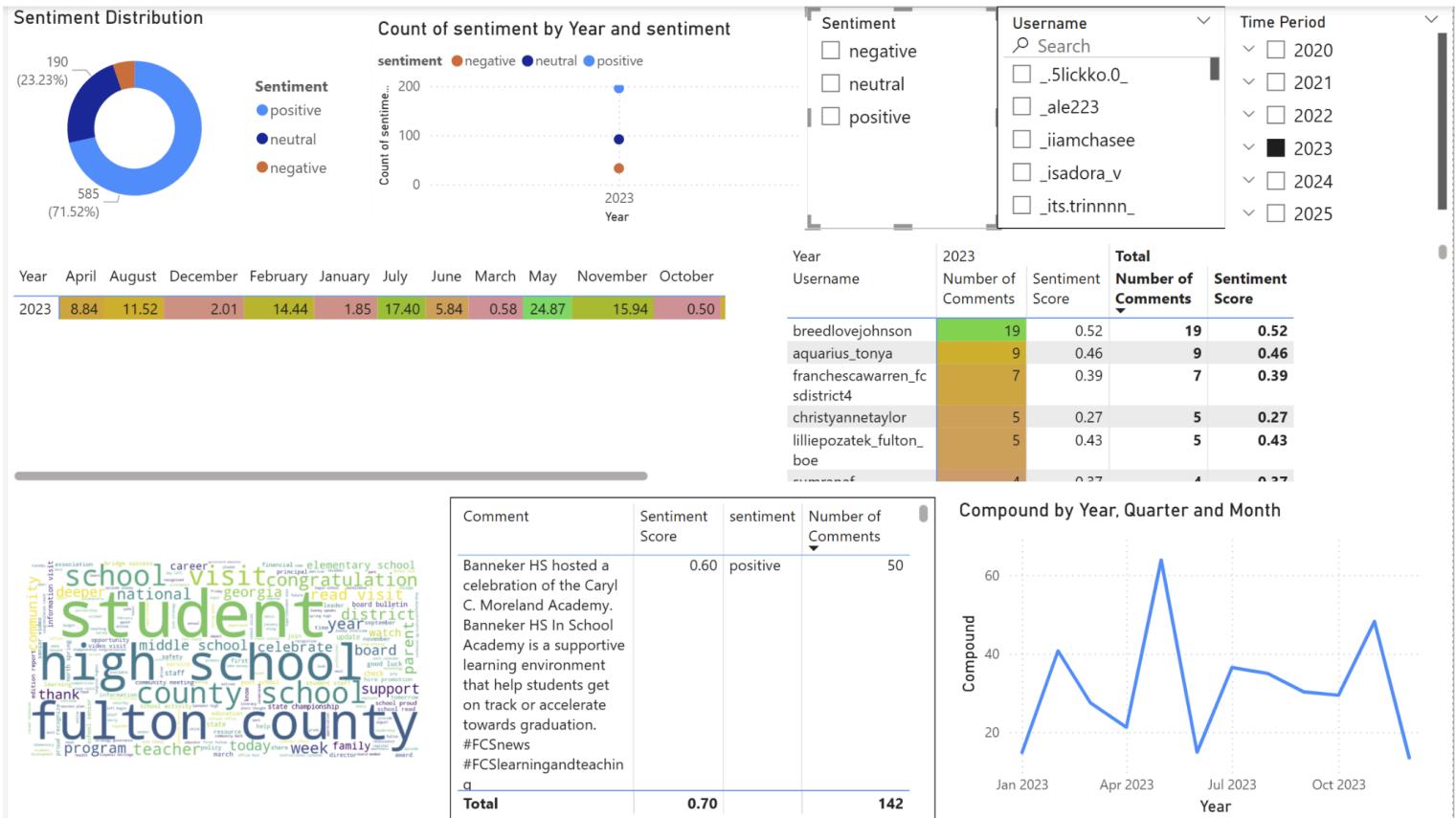


Figure 6A: FCS Instagram Dashboard (2023)

Post Caption	Comment	Sentiment Type	Sentiment Score
FCS welcomed, celebrated and motivated our new teachers today to build positive classroom communities as we begin our 2023-2024 school year 🎉	♥️♥️♥️	positive	1.85
#FCSNTC2023 #WelcomeHomeToFulton #relationshipsmatter #fcsbettertogether			
@westlake.marching.lions @amiedeanbehaviorqueen @gofultonrecruiting			
Congratulations, Dr. Shannon Kersey! Assistant Superintendent of Learning and Teaching. For a further read, visit https://www.fultonschools.org/Page/27137	Congratulations Shannon! So happy for you..	positive	1.70
Fulton County Schools is proud to recognize Alena Paiva from Centennial High School during our "Senior Spotlight" video series. Visit #fcsseniorspotlight23 @chsknightsathletics	Go Knights!!!! ❤️❤️❤️❤️❤️❤️❤️❤️❤️	positive	1.00
Congratulations, Dr. Earleana Smith! Love T. Nolan Elementary School Principal. For a further read, visit https://www.fultonschools.org/Page/28088	Wow Dr.Smith was my 5th grade math teacher at Harriet Tubman !!!! Yessssssssss you Go !! ❤️❤️❤️	positive	0.96
The final 2023 teacher feature includes Erin Schwartzfeld of Centennial High School. Visit #TAW23 #fcsteacherfeatures	We love you, Coach Schwartz! Centennial is so lucky to have you! #thatsmycoach ❤️❤️❤️	positive	0.96
High Point Elementary Student's "Spark" Inspires Others!	Love our teachers, schools, and leaders! Outside of the daily grind and curriculum, the support, confidence, and potential the teachers give our students is priceless! Truly grateful. @churchwelltiffany	positive	0.95
Dig Deeper: https://www.fultonschools.org/Page/27581			
@highpointfcs			
Congratulations, Karin Alhadeff! Vickery Mill Elementary School Principal. For a further read, visit https://www.fultonschools.org/Page/27031	Wow! They are blessed to get her! Congratulations, Karin! 🎉	positive	0.94
Congratulations, Cliff Jones! Fulton County Schools Chief of Staff. For a further read, visit https://www.fultonschools.org/Page/27132	Congrats Mr. Jones. I guess Mr. Gaskins will be the lucky one now to receive my many inquiries.... 😊 Wish you all the best.	positive	0.94
@11alive Back-to-School Supply Drive at Brookview Elementary	Hearts are full. Supply cabinets stocked. What a great day 🙌 thank you all for being great partners in philanthropy.	positive	0.94
Total			131.52

Figure 6B: Most Positive Comments on Instagram (2023)

Post Caption	Comment	Sentiment Type	Sentiment Score
@cnerissecamp @kimberriyraove	In Episode 19, Dr. Looney interviews Jennifer Beard, Director of Specials, about our world-class summer learning programs for FCS students who may need a little extra time and instruction as well as those who wish to accelerate their education.		
Watch now: https://www.fultonschools.org/letstalkschools	What is going to happen to the female Renaissance Middle School teacher who recorded a 12 year old child urinating in the bathroom and proceeded to show the video to his entire classroom? Will she be facing child pornography charges? Fired? What's happening??	negative	-0.77
Creekside Band Director Honored for Community Impact.	Creekside Band Director Honored for Community Impact.	no picture credits? 🙄	negative
Dig Deeper: https://www.fultonschools.org/Page/26780			-0.75
@creeksidebands			
Congratulations to Thomas Garrett, the new principal of Ridgeview Charter Middle School. For a further read, visit https://www.fultonschools.org/Page/27123 .	🎉		
Dear Fulton County Schools Community,	The genocide is happening in Gaza as we speak. Israel is bombing innocent civilians and human rights watch just declared that they are using phosphorus on the innocent civilians half of which are children. Israel has been murdering Palestinians for over 75 years, they have stolen their land and culture. We stand with Palestinian and it's people! #FREEPALESTINE	negative	-0.70
There is no easy way to express the grief and heartache we feel over the loss of lives over the past week in the Middle East and the violence and trauma that continues to play out daily. Even though war is raging far away, we cannot ignore how intimately it affects us here at home. People you know who live here, work here, and send children to school here in our community have been impacted by the war. They are grieving, but they do not need to grieve alone. Although it may be hard to understand the unimaginable sorrow families and friends may be feeling at this time, we can extend sympathy and be present for one another.		negative	-0.61
One of the best qualities of Fulton County Schools (FCS) is our diverse community, one that can put aside our differences and come together during times of tragedy. Whether at school or at			
Total			-16.15

Figure 6C: Most Negative Comments on Instagram (2023)

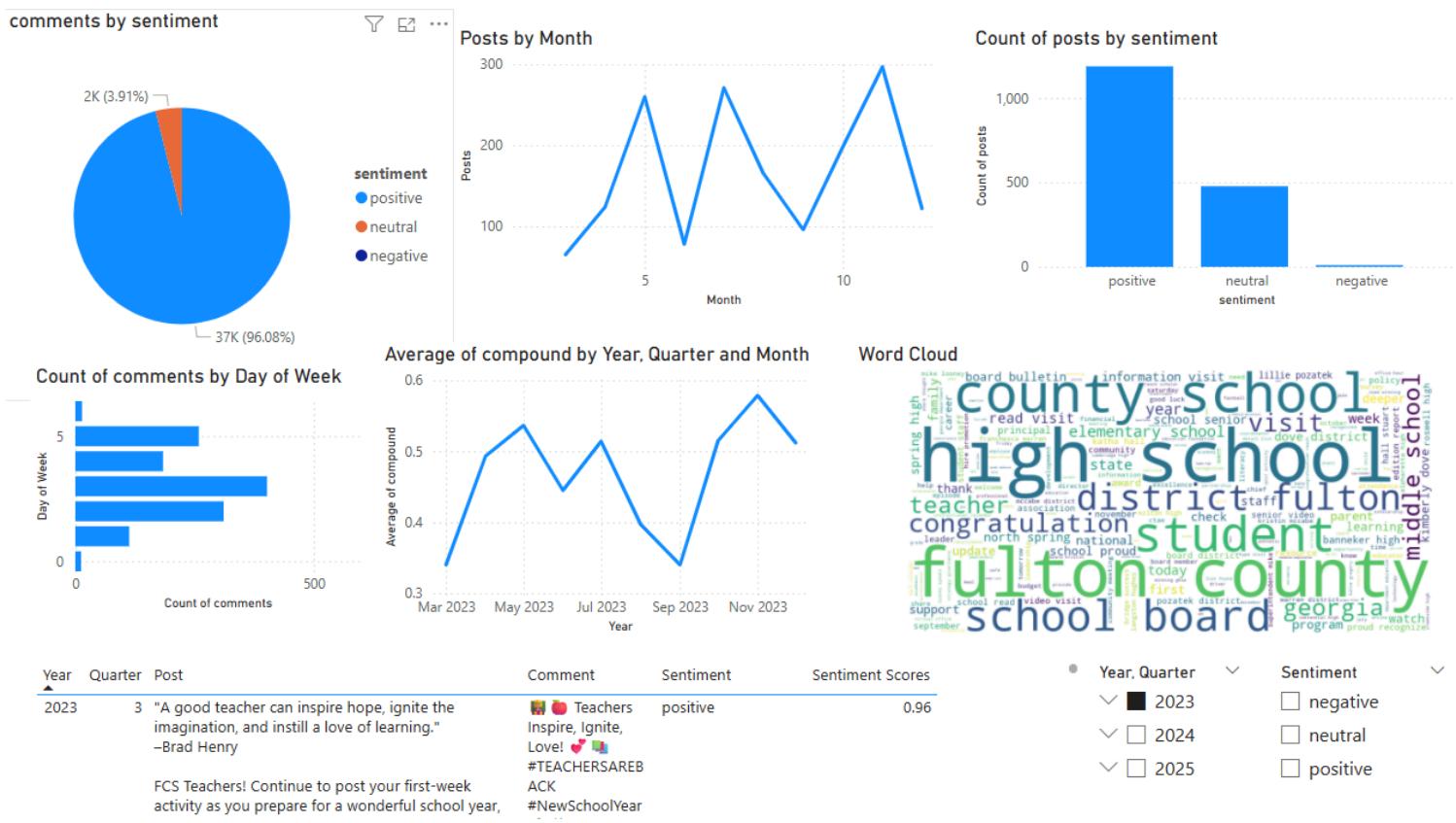


Figure 6D: FCS Facebook Dashboard (2023)

(E) 2024 In Review

Several high-profile incidents over this period highlighted fractures in the community's trust in FCS and created visible sentiment divergence.

Key drivers of positivity included:

- Community pride, access to new facilities, and recognition of educators and students.** Honorees like Thomas Bussey and student artists received positive feedback, while residents expressed excitement about a new school opening.

Key drivers of negativity included:

- Extreme political commentary.** As before, political issues unrelated to the school tended to spill into FCS's public social forum, as discourse around the Israel-Gaza conflict continued.
- Frustration with emergency conditions.** Particularly angry comments surrounded the choice to not close to school in extreme weather conditions.



Figure 7A: FCS Instagram Dashboard (2024)

Post Caption	Comment	Sentiment Type	Sentiment Score
culture-of-safety	@peyton.s08 😊😊😊😊😊😊😊	positive	0.97
FCS has been monitoring the potential for heavy rain and thunderstorms on Fri, Jan 12. The National Weather Service indicates the storm risk has lowered. Conditions expected to be rainy & windy, but no significant impact on school operations. More info: www.fultonschools.org/weather	This amazing new school is located 2 blocks from my home here in College Park and I am so proud and excited about it. If area residents like me could have a tour of it at some point in late summer or fall, I'd love to see what's inside! The outside looks great, and the curriculum/programming for the school is going to be instrumental to so many students.	positive	0.97
FCS Board Members, Superintendent, and Cabinet members toured The Promise Career Institute (PCI) facility on June 13th. The PCI administrative team led the tour, highlighting innovative learning environments and shared some exciting insights regarding the future of PCI coming this fall. #FCSnews #supportpubliceducation #OurPromiseYourFuture			
For more information regarding The Promise Career Institute, visit https://www.fultonschools.org/pci .			
Huge congratulations to Mr. Thomas Bussey, fifth-grade ELA teacher at Hapeville Elementary, for being named a Curriculum Associates Extraordinary Educator by GDOE! One of just three in Georgia, Mr. Bussey is recognized for his excellence in student achievement, innovative teaching, and commitment to equity. We're so proud! #FCSboardrecognition #FCSnews #SupportPublicEducation #FCSachieve	Thank you so much, Fulton County Schools! I'm truly honored to be recognized as an Extraordinary Educator by GDOE and couldn't have achieved this without the support of our amazing Hapeville family and FCS community. This recognition reflects the hard work and dedication of our students, staff, and everyone who believes in the power of education to make a difference. Grateful to be part of a team committed to equity and excellence every day!	positive	0.96
Even from home during the weather, Friday smiles are the brightest in Fulton County Schools—because the dedication of our district leaders, teachers, students, and staff makes our community stronger! #FCSFridaysmiles	Awwwww I spy my niece (in the pink coat). ❤️❤️❤️❤️	positive	0.96
#FultonCountySchools #supportpubliceducation			
Congratulations to FCS's very own Alaa Belkasim from @alpharettahs and Shakirah Bryant from @bhs_trojans for being selected to showcase their incredible talent in the "Playful Encounters" juried exhibition at the Kennesaw State University Art Educators Biennial at the Zuckerman Museum Fine Arts Gallery!	I promise I'm appreciating the art like a normal person and not plotting an elaborate heist with a team of 8 friends 😎😎😎	positive	0.96
Alaa Belkasim presents "In the Wind, They Flutter" (2024) – Mixed Media Shakirah Bryant presents "My Sister's Keeper" (2023) – Mixed Media on Wood Panel			
Total			162.69

Figure 7B: Most Positive Comments on Instagram (2024)

Post Caption	Comment	Sentiment Type	Sentiment Score
Holocaust Remembrance Day, which falls on May 5-6 this year, is observed as Israel's day of commemoration for the approximately six million Jews and five million others who perished in the Holocaust. We remember.	@no_fixed_plans 40,000 is not accurate as well. Hamas is in charge of the casualty numbers. Let's just believe a terrorist organization that likes to manipulate the youth brain and make them believe something that's not true. I'm blaming this ENTIRE war on Hamas. Israel hasn't done anything wrong. We are 100% in the right. Take a guess, what do you think I mean by that. I mean that by every single member of Hamas should be terminated in the most extreme form.	negative	-0.93
Fulton County Schools is keeping a close eye on the potential impact of severe thunderstorms overnight. The National Weather Service is predicting possible high winds and flash flooding. Updates will continue to be posted on our social media channels should this affect school or any after-school activities on Tuesday. Please continue to monitor social media and stay in touch with your student's school. #FCSMESSAGE #FCSWEATHERALERT	Close the fucking school I got to wait in 13 degrees of fucking coldness you got me fucked up where students come first my fav king ass wtf got me fuck up	negative	-0.92
Week 2 of FCS Football is here! #roadtotheBenz		negative	-0.88
We've got some exciting matchups tonight and tomorrow, and we want to hear from YOU! Tell us which game you're most hyped for and who you're rooting for in the comments below! 🏈			
Whether you're cheering from the stands or watching from home, show your school spirit! Post your game day pics and tag us to be featured on FCS social media pages! #OneFulton #FultonCountySchools	PARKER MENTIONED	negative	-0.88
For nearly 40 years, March has been officially designated by the National Association for Music Education for the observance of Music In Our Schools Month. This month-long celebration was created to raise awareness about the importance of music education in schools. Let's take a moment to appreciate all the talented music teachers and students who make our schools a more harmonious place. #FCSMIOSM			
FCS, highlight your school music classes, bands and activities recognizing Music In Our Schools Month and use ##FCSMIOSM			
WEEK 7 FOOTBALL STARTED TONIGHT! But please note, all Friday, Sept 27 games are postponed.	@yourcaptain_juju fck you brah 🤡🤡🤡	negative	-0.85
Total			-45.15

Figure 7C: Most Negative Comments on Instagram (2024)

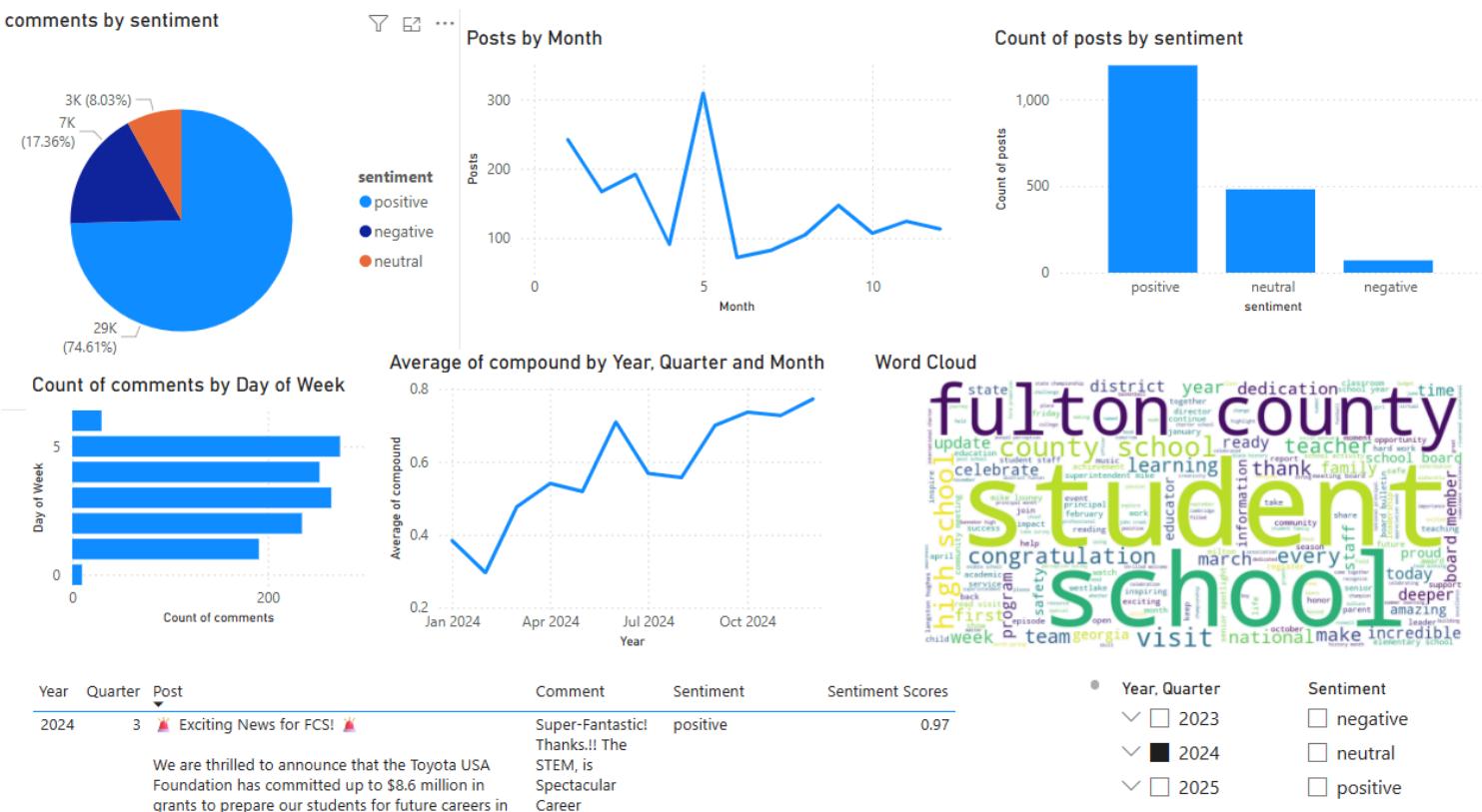


Figure 6D: ECS Facebook Dashboard (2024)

(E) 2025 In Review

So far, 2025 has been the most engaged year on record, with over 550 comments analyzed. Negative sentiment has climbed to its highest level observed, though this could be attributed to larger community engagement.

Key drivers of positivity included:

- **Leadership and educator recognitions.** The most liked comment praised Principal Meeker, indicating that spotlights on specific FCS leaders tends to attract positive feedback.
 - **Cultural inclusion, celebration, and community strength.** Visibility and diversity were celebrated during Black History Month, and members of the community shared anecdotes about their own experiences with the school district.

Key drivers of negativity included:

- **Criticism of board leadership and public accountability.** Sharper tones were observed in, for example, criticisms of Board Member Kimberly Dove.
 - **Concerns about unaddressed violence.** A specific incident of student violence upon a teacher was called out in a comment reading “it is unethical to ignore dangerous behavior”, indicating that the community perceives a lack of transparency in administrative issues.

Ultimately, while the FCS community continues to show up in support of its teachers and students, there's also growing concern around trust and safety.

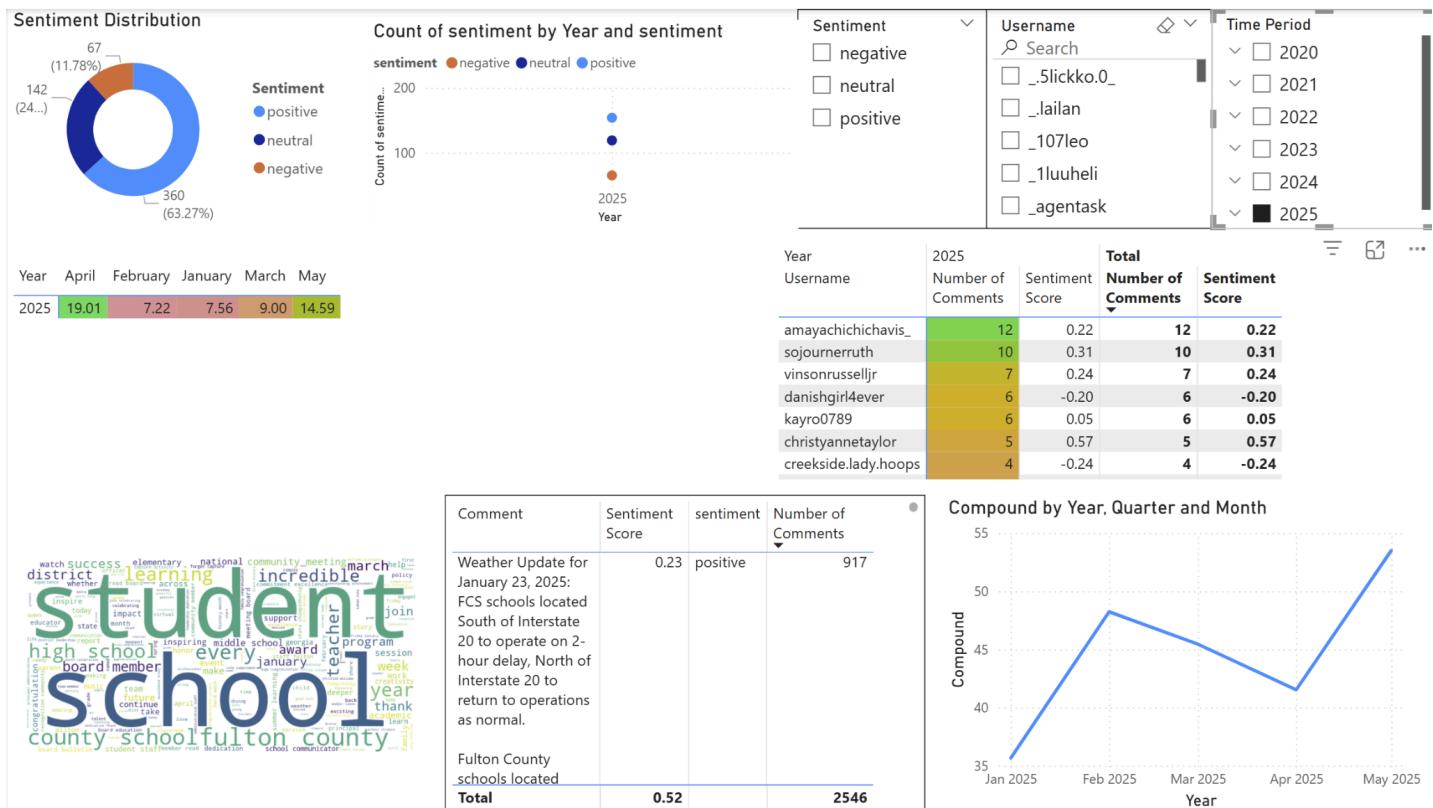


Figure 8A: FCS Instagram Dashboard (2025)

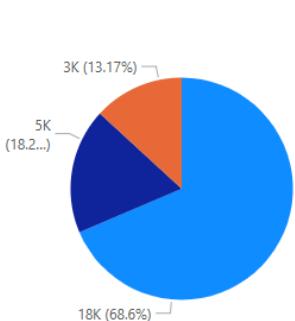
Post Caption	Comment	Sentiment Type	Sentiment Score
THANK YOU, MS. MEIGER, FOR YOUR UNWAVERING COMMITMENT TO EXCELLENCE IN EDUCATION! #FCSAchieve #TOTY #FultonCountySchools	Congratulations Ms. Meeker! This is so well deserved! You are an amazing leader!! 🎉❤️	positive	0.96
E.C. West Principal Jill Meeker was honored with the 2025 Joe Richardson Award from the #principalsctr @georgiastateuniversity —recognizing her outstanding leadership and impact.			
She was joined by fellow awardees Dr. Jason Stamper and Dr. Tamara Candis, along with Board Member Katie Gregory and proud E.C. West alum and FCS Chief of Academics, Brannon Gaskins, who were there to cheer her on. #FCSAchieve #FCSnews			
Congratulations, Principal Meeker!			
Friday smiles are the brightest in Fulton County Schools—because the dedication of our district leaders, teachers, students, and staff makes our community stronger! #FCSFridaysmiles	Ever since I was sitting in the carline and spotted staff at my kids' school wearing beautiful skirts & then the next day spotting them in the exact outfits in one of these Friday smiles post, I look through the pictures wondering when they ACTUAL were taken. 😅 You could just do FCS smiles are best instead of making up that the pictures were taken on Friday	positive	0.95
Edward Bouchet broke barriers and set new standards in education, proving that with passion and determination, we can achieve greatness in any field. His legacy continues to inspire us all to push the boundaries of what's possible.	Thank you guys for posting this and celebrating! ❤️💛❤️❤️ #BlackHistoryIsAmericanHistoryus	positive	0.94
FCS students and educators—let Bouchet's story remind you that your dreams are valid, and your potential is limitless. Keep striving for excellence, and who knows? You could be the next to make history! #AwareAndCareFCS #FultonCountySchools	I can't wait to learn more about other nationality's history during their month of celebration also! 🌟		
A huge congratulations to @langstonhughes_tfxc for winning the 2025 @officialghsa 5A State Boys Track and Field Championship for the third year in a row!	I remember when I was graduating Creekside and Langston was being built. I knew something special was being born. Great area to live and great school for the student-athletes. Congrats gentlemen ❤️	positive	0.94
#FCSAchieve #FCSnews #oneFulton #3timeChamps #StateChamps #FCSAthletics #FultonCountySchools #itsbetterinFulton			
@langston_hughes_hs @athletics_fcs Total			87.60

Figure 8B: Most Positive Comments on Instagram (2025)

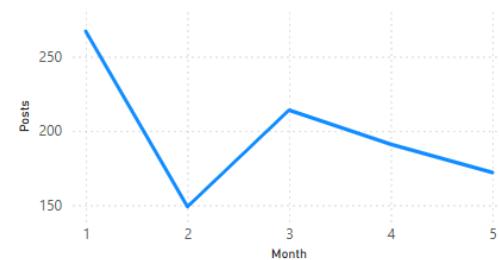
Post Caption	Comment	Sentiment Type	Sentiment Score
@athletics_fcs Thank you to Kimberly Dove from District 6 for your leadership and dedication. #FultonCountyBOE #AwareAndCareFCS	Good ol' "victim mentality" Kimberly Dove - ironic that she wants to *represent* children, but doesn't want to see them when she's making decisions. She also takes personal offense to community teachers and parents expressing their concerns. She has no place, absolutely NO place, on any school board ANYWHERE. Public office comes with ACCOUNTABILITY and FEEDBACK from your constituents - which also includes the children you represent. If you aren't prepared to accept these things, don't run for public office - and certainly don't blame the community and whine and bemoan how tough it is to deal with them. They're a feature of the position, not a bug. But worry not! You can help Kimberly Dove move on to a career that's more suited for her wants and needs by holding her accountable next time she is up for reelection! #VoteHerOut #VoteThemOut	negative	-0.97
Thank you to President Kristin McCabe from District 5 for your leadership and dedication. #FultonCountyBOE #AwareAndCareFCS	You need to be made aware that a staff member at Mimosa Elementary was assaulted by a student with no consequences to the child. By sweeping it under the rug, this puts more teachers in danger. Students know nothing will happen if they physically attack other students or staff members. It is unethical to ignore dangerous behavior to make it appear as if your school is successful. 🤦	negative	-0.95
Congratulations to Creekside High School on winning the @officialghsa 4A Girls Basketball State Championship with an undefeated season! #FCSAchieve		negative	-0.91
Special shoutout to C'India Dennis, named the Morgan & Morgan Most Valuable Player of the 4A Girls Basketball State Championship! Way to go, Lady Seminoles! #TribePride #OneFulton #FCSAthletics #FultonCountySchools #Undefeated @creekside.lady.hoops @knachae			
Total			-30.22

Figure 8C: Most Negative Comments on Instagram (2025)

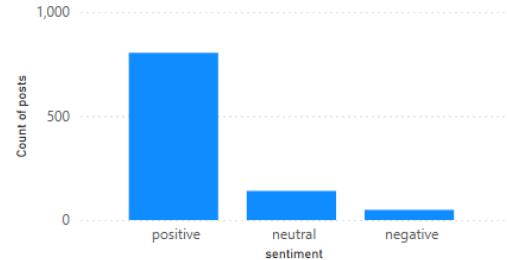
comments by sentiment



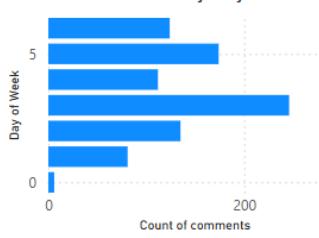
Posts by Month



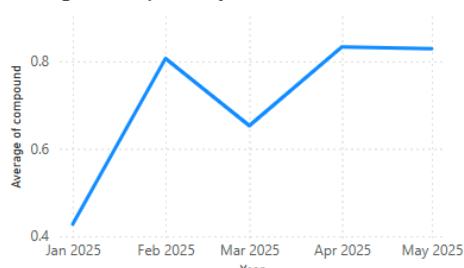
Count of posts by sentiment



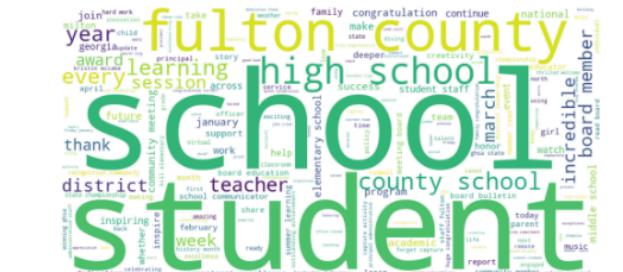
Count of comments by Day of Week



Average of compound by Year, Quarter and Month



Word Cloud



Year Quarter Post

Year	Quarter	Post	Comment	Sentiment	Sentiment Scores
2025	1	📅 FCS February Calendar Reminders!	Are the kids out all week next week like Atlanta or just Monday and Tuesday	neutral	0.00

Stay informed and prepare for the month with key dates from the FCS 2024-2025 calendar. To access the full calendar, visit <https://www.fultonschools.org/calendar01>.

Year, Quarter

- ▼ 2023
- ▼ 2024
- ▼ 2025

Sentiment

- negative
- neutral
- positive

Figure 8D: FCS Facebook Dashboard (2025)

(VI) Conclusions and Discussion

Our six-year sentiment analysis of comments across FCS's Instagram, and two years of Facebook, reveals a consistently positive engagement trend, where particularly strong public response follows celebratory, community-oriented, and student-centered content. Given that FCS is interested in how it can do better, we have highlighted points of action: using leadership and governance posts as a hotbed to assess negative sentiment within the community, and being clear about plans of action to avoid a perception of passiveness.

We observe certain methodological limitations. Sentiment classifications were often wrong due to contextual ambiguity or new slang. For instance, a comment reading “Yassss girls!” was scored with a (-0.4003) compound score, whereas our Gen Z team can tell you that this is a positive comment! For FCS’s purposes, we would suggest that FCS use the interactive dashboard with a human in the loop approach, such that wrong sentiment scoring can be easily flagged. Moreover, as noted, social media is an inherently self-selecting forum for discourse. Posts that invite community feedback, such as asking for alum stories under student achievement posts, could increase FCS’s sample for the purposes of community engagement analysis.

For the future, our team suggests that the FCS team does not try to load this as an automatically updating dashboard, as this would be resource-intensive and costly. Instead, by following the scraping approach prescribed in our report, FCS can update the dashboard monthly, potentially with very low costs to do so. Our PowerBI setup facilitates an automatic load of new data that follows the same parameters as that scraped from Apify.

(VII) References

- I. Carpenter, Dick M., II, Jenifer Walsh Robertson, Michele E. Johnson, and Scott Blum. *Social Media Analytics in Education: What Is It, How Is It Useful, and What Does It Tell Us About How Schools Are Discussed in Social Media?* *The Public Relations Journal*, vol. 8, no. 1, Jan. 2014. DOI: 10.3138/jspr.35.1.7. Accessed via ResearchGate, www.researchgate.net/publication/280532148.
- II. Nip JYM, Berthelier B. Social Media Sentiment Analysis. Encyclopedia. 2024; 4(4):1590-1598. <https://doi.org/10.3390/encyclopedia4040104>
- III. Limniou, Maria et al. "Differences between Facebook and Instagram Usage in Regard to Problematic Use and Well-Being." *Journal of technology in behavioral science* vol. 7,2 (2022): 141-150. doi:10.1007/s41347-021-00229-z