Statement for Mankato Free Press entry for MNA contest category “Best use of Social Media.”

The in-depth report on school bullying started with those most affected by bullying.

We asked parents in a Facebook post to tell us not only their stories about bullying but what needs to be done.

Comments flooded in and parents were more than willing to tell us their stories of how bullying was adversely affecting their child’s education.

We had reach of 28,000 on our Facebook post, and had 188 comments and 147 shares. We had nearly 10,000 engagements.