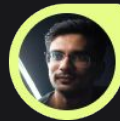
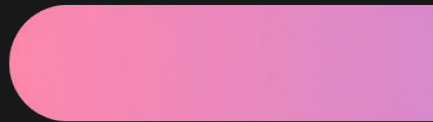
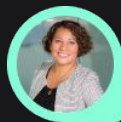




Zapnito × Ethical Trading Initiative

How Instructional Empowerment leveraged the Zapnito platform to support their goal of driving rapid, measurable, and long-term positive outcomes for students



Leveraging Zapnito's flexible privacy settings, the team designed a structured yet inclusive environment for different educator groups.

Key highlights

- Expert knowledge sharing
- Centralized collaboration hub
- Intuitive interface
- Flexibility

The Community Challenge

Meg Bowen, Executive Director at Instructional Empowerment, sought a dynamic online community that would enable educators to share knowledge, foster peer connections, and engage with high-value, targeted content.

Exploring Zapnito through a branded trial, Meg quickly experienced its intuitive user interface, design flexibility, and seamless user experience.

Rapid, measurable and long term

An online community presented a powerful opportunity to support their goal of driving rapid, measurable, and long-term positive outcomes for students

A partnership approach

The Instructional Empowerment team built strong relationships with the Zapnito team—partners who would support them every step of the way, from implementation to post-launch strategy.

The Zapnito Solution

Leveraging Zapnito's flexible privacy settings, the team designed a structured yet inclusive environment for different educator groups.

Public and private Rooms

The Instructional Empowerment team used Public Rooms to encourage open discussions, resource sharing, and peer support across the broader community, as well as leveraging Private Spaces to foster deeper conversations within specialized sub-groups, such as school leaders, allowing them to exchange insights and content specific to their roles and challenges.

Enhanced Analytics

With Zapnito's Enhanced Analytics Dashboard, the team can track content performance, monitor engagement trends, and make data-informed decisions to continuously refine the educator experience. By understanding how members interact with resources, they ensure that educators are empowered with the knowledge they need to drive student achievement and close critical educational gaps.

Flexible, customizable homepage

A personalised homepage with the flexibility of custom widgets allows Meg and the team to guide members to the resources and tools they need.

Intuitive User interface

Meg and the team found Zapnito's intuitive UI to be an essential tool in onboarding members and ensuring they had a seamless user experience.

Why Zapnito?

In a fast launch timeline of just three months, the Instructional Empowerment team witnessed rapid growth in registrations and early engagement, with nearly 3,000 members joining—and growing daily.

The customizable, user-friendly homepage enables Meg and her team to seamlessly update and guide members toward priority actions, whether that's engaging with fresh content, connecting with peers, or contributing to critical discussions on emerging education trends.

The future is bright for the 4DL community. As membership continues to grow, Meg and her team remain focused on delivering even more expert-led content, fostering deeper peer-to-peer connections, and expanding opportunities for professional learning. With a clear mission to end generational poverty and eliminate racial achievement gaps, they are leveraging Zapnito to create a transformative space where educators can thrive—ultimately driving real change for students nationwide.

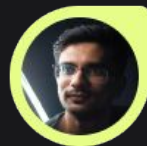
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Easy to use, help is always there if needed.



Meg Bowen

Executive Director, Instructional Empowerment



Thank you

Find out more at <https://zapnito.com>