**Communication Updates- November 2020**

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**Website**

The original NTI Info Hub has been updated to reflect new information for this latest NTI session. The new hub is a combination of updated info from the original NTI site and complete information on COVID-19 response procedures and reporting: (<https://www.bellevue.kyschools.us/Content2/ntihubfall2020>). Next steps are to gather frequently asked questions from families to create an NTI FAQ section, and to add a list of COVID-19 testing locations to our response procedures page.

The Bellevue Dashboard continues to be updated every Monday – Friday. I work closely with Dr. Smith and our school nurses to ensure the most accurate data is reported. This resource shares more information with our community than is required to report to the state. At the state level, we are only required to report positive cases and quarantines that are a direct result of school contact. Though we have only had one instance of school-based exposure, we felt it necessary to remain transparent about the overall health of our entire school community. We feel that these numbers offer a more accurate reflection of what our COVID-19 response team is monitoring, and paints a more accurate picture of why we made the decisions we have made so far regarding our timeline of transitioning to NTI. (<https://www.bellevueindschs.ky.schools.bz/Content2/bellevuedashboard>)

I have created a new web resource that will allow our staff to take more ownership of their own communication, while staying true to the “look” we have been curating over the last year. The Bellevue Brand Book offers a collection of branded imagery, as well as approved fonts and official color codes. Flyer templates, approved graphics, and guidance on “tone of voice” will be added before this resource is made available to our staff. (<https://www.bellevueindschs.ky.schools.bz/Content2/brandbook>)

**Social Media**

Social Media has remained largely positive, even throughout the announcement of the shift to NTI. Our social media presence feels as though is it now established as a reliable source of information, and a source of pride for our stakeholders. The conversation remains a two-way street, and a positive one at that!

Below is a breakdown of the monthly impact of our Facebook campaigns, and an overview of impact of our digital newsletter:

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| --- | --- |
| FACEBOOK MONTHLY IMPACT | |
| Average post views per month | 17,041 (71% increase over last month) |
| Average post engagement per month | 11,080 (83% increase) |
| New followers | 19 |

|  |  |
| --- | --- |
| MAILCHIMP- NEWSLETTER IMPACT | |
| Total Subscribers | 263 |
| Avg. % of subscribers who engage via email | 47.1 |
| Social media impressions | 547 |
| Fewer email engagements this month, but an increase in social media impressions. | |

**Staff Communication Guidelines**

In order to create a more unified voice from all points of the district, work has begun on a set of communication guidelines for staff. You may read the first draft of the guidelines below:

**STAFF COMMUNICATION GUIDELINES**

The Bellevue Independent School District is committed to honest, transparent, and consistent communication with our stakeholders. We know that strong relationships are the foundation for a successful school system, and we understand that maintaining open, two-way communication with stakeholders is essential for building those relationships. The purpose of these internal guidelines is to ensure that information across all channels meets the following three criteria: **Clarity – Commitment – Consistency**

Effective communication is a vital part of every job in our school district. Commitment to this plan will ensure that our stakeholders that the employees of Bellevue Independent Schools are a united team.

COMMUNICATION APPROVAL FLOWCHART

|  |  |
| --- | --- |
| CLASSROOM-FOCUSED CONTENT: | Direct communication from teacher to the families they currently serve. No need for additional approval, unless otherwise required by principal. |
| SCHOOL-FOCUSED CONTENT: | Communication from school administration pertaining to a specific school community.  Content, design, and distribution must be approved by Principal. |
| COMMUNITY-FOCUSED CONTENT: | Messaging pertaining to all community stakeholders.  Content, design, and distribution must be approved by the district Communications Coordinator. |

MESSAGING: LOOK AND TONE

Consistency in messaging and image is key to maintaining a unified voice throughout the district. We want our messaging to reflect a strength, understanding, and certainty that our families can depend upon. The “Bellevue Family” is more than a brand- it is an inclusive culture that we have built within our school community.

Approach incoming questions with empathy and understanding, and always remember: our knowledge is not, by default, shared knowledge. Be open and honest if you cannot answer a question right away, but be sure to obtain the answer promptly or point the stakeholder to a colleague who can be of assistance.

The “look” of our messaging has been thoughtfully curated to reflect our mission and vision through a modern, professional lens. Refer to the [Bellevue Brand Book](https://www.bellevueindschs.ky.schools.bz/Content2/brandbook) website when creating communications of your own, or contact [Candace Gibson](mailto:candace.gibson@bellevue.kyschools.us) for assistance in graphic design and messaging.