**Communication Updates- January 2020**

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**Website**

The BISD home page “Info Hub” has been updated to reflect the change from to hybrid classes. Daily Dashboards and other Covid-related information continues to be updated regularly.

**Social Media**

The tone on social media through January, while mostly positive, has seen a resurgence of some negative and unproductive comments. They seem to be founded in personal frustrations about the extension of NTI, rather than a disapproval of the decision.

A subgroup of the BISD Facebook page is being launched specifically for Bellevue Athletics. Alex Thompson and Jim Hicks will be given access as administrators of the group, to allow for a quicker process in posting information and photos from the games. Group members will be allowed to make posts to the group, but all posts will be approved by an administrator before they are made public. Rules about sportsmanship and courtesy will be posted within the page, and anyone who violates these rules will be given one warning. If any inappropriate content is posted again after the first warning, the group member will be banned.

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 | 10,103 |
| Average post engagement per month | 3,933 |
| New followers | 9 |

|  |  |
| --- | --- |
| MAILCHIMP- NEWSLETTER IMPACT | |
| Total Subscribers | 269 (seven new subcribers) |
| Avg. % of subscribers who engage via email | 42 |
| Social media impressions | 343 (Facebook), 383 (Twitter) |
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**Emergency Closure Playbook**

The creation of the Emergency Closure Playbook has been put on hold for the time being, as I have shifted focus to ensuring thorough communication about the upcoming reopening.

**Recruitment Initiatives**

The first installment of our “Telling Our Story” initiative was released on Tuesday, January 19th, spotlighting BHS alum and current employee Alex Thompson. This first post saw a huge jump in activity and engagement, especially on Twitter. One large story will be told each month, as well as smaller snippets and interesting facts. The goal is to keep telling positive stories about the impact of public schools (generally) and Bellevue (specifically).

(next page)

Dr. Smith and I met virtually with Rebecca Hansen, Bellevue resident and NKU’s International Student Recruiter, to discuss new avenues for student recruitment. Rebecca’s insights gave us fresh new ideas to help bring more students to Bellevue Independent Schools. We will target area homeschool students as potential enrollees by promoting our virtual schooling option and highlighting the average household savings for homeschool families that choose our new “bridging” program. We will reach out to current students/families from our targeted demographics to act as official ambassadors of the district. We will highlight the individualized approach to the Bellevue classroom, and our goal to partner with families to make our schools an extension of home.

The “You Belong Here” campaign has switched gears, as this slogan is currently used by the University of Kentucky. We will continue with the current themes and use the new Bellevue “B” as a call-to-action to “be:” be relentless, be yourself, be kind, be here. This new highly visual campaign begins as a set of images for the high school walls, and will expand to images and video clips displayed on digital screens and across social media. Primary design examples are listed below:

