**Communication Updates- March 2020**

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**Website**

Only minor updates to the website over this last month, making way for the NUE Vue rollout on April 15th (see below). In order to give our families more information about Ms. Linkowski’s mental health services, we are working together to create a new webpage to introduce her to the Bellevue community, and offer at-home tips and targeted information on mental health. Estimated time of completion of the new website is Wednesday, March 24.

**Social Media**

Social media response has been steady. No new initiatives on Facebook, but we had quite a bit more engagement on Twitter throughout the KY General Assembly. Currently looking into the public record archive requirements for social media posts by educational institutions in the state of Kentucky, and working to make sure that we are in full compliance.

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| FACEBOOK MONTHLY IMPACT | |
| Average post reach per month | 17,089 (up 1%) |
| Average post engagement per month | 4,911 (down 39%) |
| New followers | 11 |

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| MAILCHIMP- NEWSLETTER IMPACT (based on numbers from the latest edition) | |
| Total Subscribers | 272 (two new subscribers) |
| Avg. % of subscribers who engage via email | 46 (down 3%) |
| Social media impressions per week | 387 (Facebook), 273 (Twitter) |
| * While we regularly see a higher number of Impressions via Facebook, we have a much higher concentration of Engagements via Twitter. | |

**Kindergarten Registration**

Marketing and informational materials for Kindergarten registration night is always a fun project! Ms. Rabe has chosen this year’s theme as “The Adventure Begins.” I am currently designing event handouts, signage, and any additional materials needed. A targeted social media push will begin on Thursday, March 18th, and continue each day until the event.

**NUE Vue**

I am currently creating introductory materials and websites to roll out the first phase of NUE Vue to the public on April 15th. Not much to report at this time, as the project is constantly evolving along with the detailed plans for NUE Vue. Once the deliverables are ready for release, I will share them with members of the board. Look for social media teasers to create interest in the days leading up to the release!