**Communication Updates- April 2020**

Candace Gibson- *Communication and Outreach Coordinator*

**Website**

The NUE Vue website is coming along nicely, and will be ready to be released to the public by our amended launch date of April 30th, 2021. Preschool Registration screening information has been added to the Preschool website, and a new, more detailed student enrollment page will go live just prior to the NUE Vue launch.

**Social Media**

Social media response is average for this time of year, and beginning to ramp up as we announce end-of-year event dates. The “teaser” campaign has begun on social media, following a sneak peek announcement from Dr. Smith in the April 16th edition of the Bellevue Bulletin. Still analyzing what we need to do to make sure that we stay in compliance with as KY social media public record archive requirements. In order to maintain a proper record of any deleted social media information, we will create an official social media policy of community expectations.

Our biggest uptick in social media impact over the last month has been a large jump in Newsletter engagement via social media posts. Not only are more Bellevue families interacting with our weekly newsletter, but the location tracker shows that more people are interacting from neighboring communities.

|  |
| --- |
| FACEBOOK MONTHLY IMPACT |
| Average post reach per month | 10,868 |
| Average post engagement per month | 4,742 |
| New followers | 3  |

|  |
| --- |
| MAILCHIMP- NEWSLETTER IMPACT (based on numbers from the latest edition) |
| Total Subscribers | 273 (one new subscriber) |
| Avg. % of subscribers who engage via email | 43 (down 3%) |
| Social media impressions per week | 449 (Facebook), 395 (Twitter) |
| * While we regularly see a higher number of Impressions via Facebook, we have a much higher concentration of Engagements via Twitter.
 |