**Communication Updates- June 2020**

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This month’s report is light, as we are throttling down communication to give our families a quiet start to summer break.

**Social Media**

Graduations and end of year announcements drove a huge boom in social media activity over the past month. I have throttled down the number of posts for the month of June to 2-3 per week, focusing on NUE Vue, summer camp activities, and the food service program. Activity will steadily increase in July, and return to normal capacity beginning August 1.

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| FACEBOOK MONTHLY IMPACT | |
| Average post reach per month | 1,872 (+43%) |
| Average post engagement per month | 1,390 (+190%) |
| New followers | 23 (475% increase in new monthly followers!) |
| Total Number of People reached | 23,432 (+114%) |

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| MAILCHIMP- NEWSLETTER IMPACT (based on numbers from the latest edition) | |
| Total Subscribers | 275 (one new subscriber) |
| Avg. % of subscribers who engage via email | 43% |
| Social media impressions per week | 390 (Facebook), 138 (Twitter) |

**Website**

Will continue to review website needs and begin a refresh of the site in July. Goals for the summer include expanding the Athletics and Preschool websites, and creating a robust Intranet that will give staff easy access to vital information. Potentially conducting an internal survey to make sure that our site is meeting the needs of our staff.