**Communication Updates- July 2020**

Candace Gibson- *Communication and Outreach Coordinator*

**Newsletter**

The Bellevue Bulletin is getting a new look! Beginning next month, we will say goodbye to our Mailchimp newsletters and move on to a more robust and interactive platform through [S’more](https://www.smore.com/). While Mailchimp has met many of our needs thus far, S’more is created specifically for educators, and will offer more of our current newsletter resources in one place.

**Social Media**

Social media posts through the month of June and the first half of July were throttled down to 2-3 posts per week, so naturally, we saw a sharp decline in reach and engagement. As back-to-school planning ramps up, these numbers are sure to change soon!

The next project in the pipeline for social media is a one-stop social media manager that will allow authorized users to access our account without having access to sensitive information. [Class Intercom](https://classintercom.com/) will allow for teachers, coaches, and even students to be given temporary access through a secure portal to help us tell our story through many different lenses. Every post will still be approved/edited by the Communications Coordinator before shared with the public, but it will allow for a larger amount of impactful content straight from our classrooms.

|  |  |
| --- | --- |
| FACEBOOK MONTHLY IMPACT | |
| Average post reach per month | 7,868 (-53%) |
| Average post engagement per month | 1,172 (-85%) |
| New followers | 8 (-27%) |

|  |  |
| --- | --- |
| MAILCHIMP- NEWSLETTER IMPACT (based on numbers from the latest edition) | |
| Total Subscribers | 276 (one new subscriber) |
| Avg. % of subscribers who engage via email | 45% |
| Social media impressions per week | 648 (Facebook), 189 (Twitter) |

Oddly enough, our Mailchimp social media engagement numbers have nearly doubled during the summer!

**Website**

Our current website provider (SchoolPointe) has been acquired by Finalsite. I am currently having conversations with our representative about how this shift will affect our service, and it seems to be a very positive change. I will have much more control over the look of the website, and we will finally be able to incorporate video/animation to our home page. A full report on the details of our new options will be provided in my August 2021 report.

An exciting new option for our website is the addition of [Teacher Lists](https://app.teacherlists.com/schools/25353-grandview-elementary-school?utm_source=TLAuto&utm_medium=Email&utm_campaign=PowLoadPost). In addition to our current digital/printed school supply lists, Grandview parents can now access their supply lists in a one-click, add-to-cart shopping experience through multiple retailers. In addition, anyone who wants to donate items can also purchase items in the same easy system.

**National School Public Relations Association- Annual Seminar**

I attended my first NSPRA annual seminar this month, and came back with a wealth of new knowledge and support on K-12 communication topics! I also have on-demand access to a virtual version of every session that I could not attend in person for the next 30 days, and will continue to gather as many new resources to help better promote our district, communicate with our community, and bring families into the learning process. Additionally, I have put my name into consideration for the 2021-2022 Northern Kentucky regional board representative to our state chapter, KYSPRA.