**Communication Updates- September 2020**

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**Newsletter**

Our weekly newsletter is gaining subscribers, and my new goal is to encourage more of them to open and engage with the content. Our current email open rate continues to hover just below 50%, so I am researching new ideas for more interactive and eye-catching ways to engage our audience.

**Social Media**

Social media engagement remains strong, and continues to grow! Parents and students are liking and sharing our content at a higher rate than ever, expanding our audience well beyond our ZIP Code.

The official district statement on masking requirement was viewed across all platforms by more than 28,000 people and shared more than 40 times, with an overwhelming show of support from users across multiple states. I scanned through hundreds of comments across multiple shares to gauge the public reaction, and I’d like to share some of my favorites with you:

* “Mmmm smells of leadership and common sense.”
* “Okay, Bellevue, we see you.”
* “Putting student health first is the only option. Thank you, Bellevue!”

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| FACEBOOK MONTHLY IMPACT |
| Average post reach per month | 30,309 (+104%) |
| Average post engagement per month | 8,620 (+28%) |
| New followers | 35 (+40%) |

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| MAILCHIMP- NEWSLETTER IMPACT (based on numbers from the latest edition) |
| Total Subscribers | 300 (19 new subscribers!) |
| Avg. % of subscribers who engage via email | 44.3% |
| Social media impressions per week | 402 (Facebook), 224 (Twitter) |

**Website**

 We are continuing to simplify the request processes and workflows across the district. New digital forms have been implemented for [Facilities](https://www.formality.io/v/0nRf75vH), [Human Resources](https://www.bellevueindschs.ky.schools.bz/Content2/benefitsenrollment2021), [Transportation](https://www.bellevueindschs.ky.schools.bz/userfiles/4/my%20files/school-related%20student%20trip%20request%20form-%20fillable.pdf?id=852), and [Communications](https://www.bellevueindschs.ky.schools.bz/Content2/commresources). You can view the new forms and resources for each department by clicking the links above. These new processes save time and paper, and create a more streamlined and organized workflow for tasks. Feedback has been very positive so far!

The newest goal for website content is to create landing pages for academic departments within our schools. I am currently working with teachers on creating a BMHS Fine Arts page that will feature Art, Drama, and Music. The goal for rollout of our first department page is October 15, and I am currently working on a system to gather important departmental information from teachers across the district.

Our current website provider (SchoolPointe) has been acquired by Finalsite, and all SchoolPointe products will be deactivated as of June 30, 2022. Our district website will need to migrate to another provider to prepare for a July 1 rollout of a new website system. I am gathering proposals from SchoolBundle, Apptegy, and Finalsite to see which will best serve our district’s needs and will share that information with Dr. Smith in late September.

**KYSPRA (Kentucky School Public Relations Association)**

Dr. Smith and I have renewed our membership to KYSPRA for the 2021-2022 school year, giving us a network of administrators and PR professionals to collaborate with on district communication best practices. Additionally, I have been appointed as the KYSPRA board as the Region 6 Representative (ranging from Bullitt Co. to Bracken Co.). I will represent the NKY area as voting member of the board, and will serve as a resource for school PR practices to other school communication officers within my region. Among my duties will be to plan (virtual) meetups for our district, and to aid in the planning of our Fall and Spring conferences. I look forward to growing a supportive and collaborative network of K-12 communication professionals within the area.