**Communication Updates- November 2020**

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**Newsletter**

Weekly subscriber readership is on the rise, with an average of 6% more engagement with emails. Our largest jump in views comes from social media with around 50% more impressions than in September.

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| MAILCHIMP- NEWSLETTER IMPACT (based on numbers from the latest edition) |
| Total Subscribers | 303 (+3) |
| Avg. % of subscribers who engage via email | 51.6% |
| Social media impressions per week (avg.) |  464 (Facebook), 203 (Twitter) |

**Social Media**

Facebook engagement is back to our normal, post-back-to-school levels, but we saw a decent pickup in our post reach due to the addition of our haunted house ticket contest. Two sets of four tickets were offered, with a “like and tag” as the entry. By asking our followers to tag a friend in the comments as part of their entry, our followers spread the word further for us. Additionally, our most active social media day in the last month was October 8th, when our BHS Cheerleaders participated in the Warm 98 Football Friday contest. Special thanks to Dave Pelgen who advocated for small schools and made that possible for our students!

This month saw the implementation of the Events option on Facebook, allowing users to interact with event-specific information. This offers another layer of engagement for special events, and helps us to gauge how many attendees to expect.

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| FACEBOOK MONTHLY IMPACT |
| Average post reach per month | 30,309 (-48%) |
| Posts Per Month | 46 |
| Total followers | 25,697 (+19) |

**Website**

Based on the heightened levels of engagement on our social media photo albums, we are adding a Photo Gallery section to the home pages for both GES and BHS. Students and families will be able to access

Current projects for website development include the incorporation of our updated district processes as a reference for staff, and individual webpages for academic departments.