**Communication Updates- December 2020**

Candace Gibson- *Communication and Outreach Coordinator*

**Newsletter**

Weekly email readership continues to rise with an average of 4% more engagement in emails. Additionally, more people are clicking links to gather additional information!

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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 | 55.4% |
| Social media impressions per week (avg.) |  464 (Facebook), 203 (Twitter) |

**Social Media**

The most interesting social media statistic for this month is the percentage of post reach out of total post engagement. “Reach” includes anyone who comes across a post in their news feed, while “Engagement” filters out the number of those people who choose to click, like, comment, or learn more beyond the post content. Out of all the people who see our posts, 45% of them choose to interact in some way. Additionally, there were 825 instances of a viewer seeing one of our posts and clicking through to our Facebook page. Almost half of the people who lay eyes on our content are choosing to interact. For context: marketing standards consider 5% a successful engagement rate.

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| FACEBOOK MONTHLY IMPACT |
| Average post reach per month | 9,421 |
| Average post engagement per month | 4,150  |
| Number of posts per month | 47 |
| New followers | 25,701 (+4) |
| New page views  | 825 |

**Website**

This month, my work on our district site revolved around the website as our primary marketing tool. This includes correcting any outdated information, adding more engaging content throughout the site, and creating a new landing page for Prospective students. Included will be a place for students/families to share their unique Bellevue success stories through photo and video stories. A preview of the new prospective student page can be found here: <https://www.bellevueindschs.ky.schools.bz/Content2/beatiger2022>

Updated district processes and flowcharts will be uploaded to the website by the end of December, giving staff a clear picture of how processes are handled throughout the district. A robust Intranet section (staff-specific information accessed via password) will be rolled out in January.

**Engagement**

A conversation began this month about the addition of LGBTQA+ training and support with Dr. Bonnie Meyer, NKU’s Director of LGBTQA+ Student Initiatives. The goal is to provide a safe space for all students in our schools by ensuring that all staff have the opportunity for proper training and support. Dr. Meyer is a former high school English teacher who is passionate about K-12 education. She has offered to customize training based upon our specific needs at no cost. More information to follow in the coming months.