**Communication Updates- July 2022**

Candace Gibson- *Communication and Outreach Coordinator*

**Newsletter**

The biweekly summer newsletters continue to be seen via email at an average rate of 47-50% of subscribers. Our June 24th newsletter had one of the highest social media impressions we’ve ever seen, reaching 3,800 people. Numbers are below:

|  |  |
| --- | --- |
| MAILCHIMP- NEWSLETTER IMPACT (based on numbers from the June 24th edition) | |
| Total Subscribers | 299 |
| Number of subscribers who engage via email | 125 opens, 11 link clicks |
| Social media impressions per week | 1,269 (Facebook), 2,643 (Twitter) |

**Social Media**

Social media posting slowed for the month of June, as we try not to bombard our families with too much school information at the start of summer break! Engagement is back down to our average numbers for this time of year, but we are still seeing new followers every week. End of July and early August should see a swift uptick in our social media impact.

|  |  |
| --- | --- |
| FACEBOOK MONTHLY IMPACT | |
| Total post reach this month | 9.181 |
| Total post engagement (likes, comments, etc) | 1,404 (489 link clicks). |
| Number of posts this month | 14 |
| New followers | +8 |
| Total page views (clicking to page from a post) | 593 |

**Website**

New website production has taken quite a bit more time that I had planned, but we will be rolling out the new website by the end of July. You can preview some of the new work at <https://bellevuek12kyus.finalsite.com/>. All pages are not currently available for previews, but this will give you a good idea of the feel of the new site.