****

**Communication Updates- August 2022**

Candace Gibson- *Communication and Outreach Coordinator*

**NEWSLETTER**

The Bellevue Bulletin is back to its weekly rotation after the summer break! The format will stay largely the same as last year, but I will be working on ways to further streamline the info. Feedback from families shows that they prefer having the Grandview-specific events and BMHS-specific events separate from each other.

|  |  |
| --- | --- |
| MAILCHIMP- NEWSLETTER IMPACT (based on the latest edition) | |
| Total Subscribers | 302 |
| Number of subscribers who engage via email | 132 opens, 3 link clicks |
| Social media impressions per week | 1,029 (Facebook), 204 (Twitter) |

**SOCIAL MEDIA**

The increase in social media engagement for the week correlates with increase of back to school activities. New families means new followers, and new opportunities to send our content out farther to more potential new students! In addition to keeping our families informed, the plan is to share 3-4 daily posts celebrating events going on within our schools.

|  |  |
| --- | --- |
| FACEBOOK MONTHLY IMPACT | |
| Total post reach this month | 19,412 (+103.4%) |
| Total Page Visits | 2,036 (+186%) |
| Total post engagement (likes, comments, etc) | 1,110 (688 link clicks). |
| Number of posts this month | 22 |
| New followers | +32 (+220%) |
| Total page views (clicking to page from a post) | 593 |

**WEBSITE**

The new website FINALLY launched on July 29th at <https://www.bellevue.kyschools.us/>. I am seeking feedback from families to see if the new website meets all of their needs. So far, all feedback has been positive!