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**Communication Updates- December 2022**

Candace Gibson- *Communication and Outreach Coordinator*

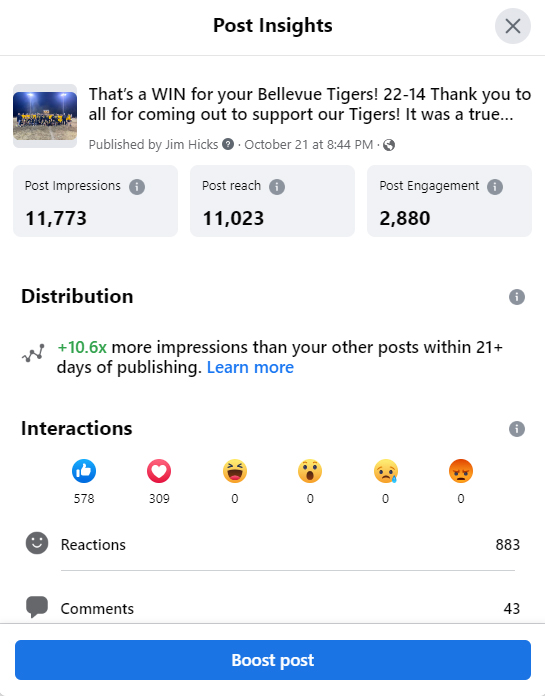
**NEWSLETTER**

The new, downloadable school news sections have gotten positive feedback from families. Over the next month, I will begin a push to recruit more subscribers via social media and with strategically placed QR codes and Remind messages.

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| MAILCHIMP- NEWSLETTER IMPACT (based on the latest edition) | |
| Total Subscribers | 315 (2 new) |
| Number of subscribers who engage via email | 140 opens, 8 link clicks |
| Social media impressions per week | 446 (Facebook), 77 (Twitter) |

**SOCIAL MEDIA**

Now that our audience has been firmly established, my new goal is to ensure that I am reaching as many followers as possible through strategic timing. After determining the days and times that we see the highest levels of engagement, I am pre-scheduling posts to occur during that time frame. For example- by scheduling our welcome post to Officer Dehner between 8-9pm, it became the highest viewed post of that week after three hours. The post with the most views is seen below.



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| FACEBOOK MONTHLY IMPACT | |
| Total post reach this month | 17,338 |
| Total post engagement (likes, comments, etc) | 13,146 |
| Number of posts this month | 65 (down from 72) |
| New followers; new page likes | +16; +8 |
| Total shares | 198 |

Fun fact: the post with the lowest performance this month still saw more than 400 impressions!

**THANKSGIVING VIDEO PROJECT**

A brief conversation with some GES students on November 22 turned into a district wide “man on the street” style interview about Thanksgiving. Students of all ages were happy to participate, and families responded very positively to the video. We even got a surprise cameo from Bellevue’s favorite Bengal! Click [HERE](https://vimeo.com/manage/videos/774539796) to see the full video.

**NEW OUTREACH PROJECTS**

Vue at the Brew continues to draw intimate groups of parents and alumni with thoughtful questions. The second event drew several repeat attendees, and we are continuing some of those conversations via email. I appreciate the casual environment and the candid responses from our stakeholders about what they envision for Bellevue schools.

