**Communication Updates- August 2023**

Bain Lindeman – *Public Information Officer*

**INTRODUCTION**

My name is Bain Lindeman, and I am very excited to be here at Bellevue. I have a degree in Electronic Media and Broadcasting from Northern Kentucky University, and I have done similar work to this for Blue Buffalo, The Game Haus, and the University of Kentucky. I am very exited to get started and keep all of Bellevue’s social media and our website up to date.

**SOCIAL MEDIA**

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| --- | --- |
| FACEBOOK MONTHLY IMPACT (as of 8/16/23) | |
| Total post reach this month | 16,052 |
| Total post engagement (likes, comments, etc) | 11,221 |
| Direct reactions to posts | 982 |
| New followers; new page likes | +40; +24 |
| Total shares | 211 |

Our social media has been kicking off the new year, putting our posts showing our new faculty, staff, mission, vision, core values, etc. As we will most likely see every month, the posts that include photos of students drive the engagement up drastically.

Along with the Facebook, I will be creating an Instagram account to also put out this same information. Our Twitter account (now X) will be closing. With the changes that have occurred to the algorithm they use; I no longer feel that it will be a viable and safe place to post our information.

**ADDITIONAL DESIGN/INFORMATION**

I have been working through changes on our website and I am working to remove anything that is old or unnecessary. Please let me know if there is anything that you notice that needs to be changed. Finalsite is very new to me, so I have been learning the system as I go and watching additional trainings to speed up the process.

I am changing the way that this position takes requests for designs and promotions. Instead of filling out a form, all that I need is an email sent to me with the information that is needed. I will work through these on a first come first served basis unless one project is a priority.

If you have any comments, feedback, or suggestions, please contact me at any time.