**Communication Updates- September 2023**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 9/15/23) |
| Total post reach this month | 25,643 |
| Total post engagement (likes, comments, etc) | 22,422 |
| Direct reactions to posts | 3,551 |
| New followers; new page likes | +56; +28 |
| Total shares | 327 |

Our social media has been trending up since the beginning of the year. Daily consistent posts have led our engagement to go up exponentially. Our total post reach and engagement have both gone up by ~10,000 respectively. Followers have been reacting very positively to photos that have been posted, sharing them for others outside of the page to see. This has brought in a good amount of new people who now follow us. The more we have, the better!

**ADDITIONAL DESIGN/INFORMATION**

Our website is now in much better condition, with plenty of information readily available to those who visit. I am still working on smaller changes as they come up, so please let me know if there is anything that stands out to you.

I am very satisfied with how our students, parents, and the public have been interacting with the information I put out. With homecoming week and other events coming up, I am sure we will keep getting busier!

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