**Communication Updates- October 2023**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 10/18/23) |
| Total post reach this month | 38,967 |
| Total post engagement (likes, comments, etc) | 24,402 |
| Direct reactions to posts | 3,265 |
| New followers; new page likes | +36; +15 |
| Total shares | 397 |

Our social media presence has continued to trend up as our posts have reached even more people than last month. I expect it to continue to grow as we get closer to winter. There are events coming up, such as the Veteran’s Day program and the Fall Festival, that will surely drive more people to our pages. Photos from our Homecoming Week were one of the biggest draws during this period.

**ADDITIONAL DESIGN/INFORMATION**

I continue to make improvements to our website after gathering more information on what needs our district has. I am taking in every idea that is presented to me in hopes to further improve the user experience.

I am still very satisfied with how our students, parents, and the public have been interacting with the information I put out. The reach of our Facebook page specifically seems to have a direct correlation to bringing more people to events that we host, which is fantastic.

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