**Communication Updates- November 2023**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 11/15/23) |
| Total post reach this month | 30,043 |
| Total post engagement (likes, comments, etc) | 20,895 |
| Direct reactions to posts | 3,422 |
| New followers; new page likes | +22; +10 |
| Total shares | 312 |

Our social media presence has continued to show consistent numbers. Photos from events over the past month were a huge draw to our page as usual, with Halloween and the Veterans Day Program being two of the highlights. Shares have also remained consistent, which is great for bringing new people to our page and spreading information.

**ADDITIONAL DESIGN/INFORMATION**

Just like the past few months, I am very satisfied with the success of the media that we have been sharing. The community continues to stay engaged with us, and this shows in turnouts to events and the interactions after those events.

I have created an Instagram account that will be linked with our Facebook page soon. I am hoping that this other outlet will draw in even more eyes to our district. I will include those numbers on the report next month.

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