**Communication Updates – December 2023**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

|  |
| --- |
| FACEBOOK MONTHLY IMPACT (as of 12/6/23) |
| Total post reach this month | 28,422 |
| Total post engagement (likes, comments, etc) | 14,000 |
| Direct reactions to posts | 2,786 |
| New followers; new page likes | +20; +11 |
| Total shares | 259 |

Our social media presence still continues to show consistent numbers. There has been a slight dip due to the two breaks over the month of November, but I expect we will see an increase with all of the programs coming up for the holiday season. Our page continues to grow with the same number of new followers and likes.

**ADDITIONAL DESIGN/INFORMATION**

I am still very satisfied with the success of the media that we have been sharing. The community continues to stay engaged with us. I am hopeful that this continued engagement will bring in even more people to see what our district is doing.

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