**Communication Updates- January 2024**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 1/10/23) |
| Total post reach this month | 56,902 |
| Total post engagement (likes, comments, etc) | 17,470 |
| Direct reactions to posts | 3,477 |
| New followers; new page likes | +27; +8 |
| Total shares | 130 |

Our social media presence been doing very well over the past month. I expected a slight lull over the holidays, but out total post reach had a massive increase. This was driven by posts about our student athlete’s accomplishments over the break, and by posts that went up right before the break. I hope that we continue to see this growth.

Our Instagram account is now live and is gaining followers at a good pace. It is currently at 61 followers, and I hope that it will be over 100 around the time of the next board meeting. I have noticed that this account has more students starting to follow it, so I am hopeful that this will be a new way to keep them engaged.

**ADDITIONAL DESIGN/INFORMATION**

I am very happy with the engagement that I have seen, especially over the break. It is good to know that families want to stay engaged even while school is out. Like I stated before, I am hopeful that this growth will continue.

Our Instagram account is still new, but the immediate engagement is promising, and I am glad to see students joining in. Once the following grows more, I will give a more detailed report on the numbers.

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