



GARRARD COUNTY SCHOOLS

Meet the PUBLIC RELATIONS Co-Op Team

Garrard County Schools welcomed five senior students from Garrard County High School into Public Relations Co-op positions this school year.



PR CO-OP STUDENTS

The PR Co-Op students play a crucial role in visiting schools, collecting social media content, scheduling posts, designing district graphics, and updating various sections of our website.



Keannah Childress
Keannah at Lancaster Elementary: Weekly photo visits for social media, and creating graphics for athletics game day posts.



Paytin Dailey
Paytin at Garrard County High School: Weekly photo visits for social media, and writing news pieces for our district website.



Sarah Jennings
Sarah at Garrard Middle School: Weekly photo visits for social media, and organizing student collaboration projects.



JT Parsons
JT, our athletic content specialist, covers district-wide athletic events, capturing photos for both social media and our website.



Kenzie Sowder
Kenzie at Paint Lick: Weekly photo visits for social media, and maintaining/updating our district website.





Social Media Platform Insights

Garrard County Schools manages a diverse range of media platforms, including Facebook, Instagram, Twitter, and our GCS app. Continuously analyzing and anticipating growth, we are committed to expanding our digital presence.

Garrard County Schools

5.7K followers · 20 following

Key Terms

This document covers key social media metrics, starting with "Reach," which signifies the number of individuals exposed to content associated with our Page. It is an estimated metric. "Followers" represent the total count of individuals following your Facebook Page or profile, calculated as follows: follows minus unfollows over the Page or profile's lifetime. Lastly, "Profile visits" indicate the frequency with which your Page or profile has been visited.

Facebook

Explore the landscape of Garrard County Schools' digital presence, where our community comes alive through...



Facebook Followers

GCS Facebook now has 5.8K followers, gaining 456 this school year, a 25.5% increase from last year.



Facebook Profile Visits

GCS Facebook Page had 80,473 visits since August, a 10.5% increase from the previous year.



Facebook Reach

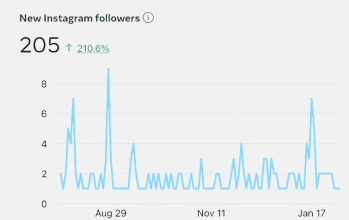
GCS Facebook reached 177.0K accounts since August, up by 5% from the previous year.



Instagram

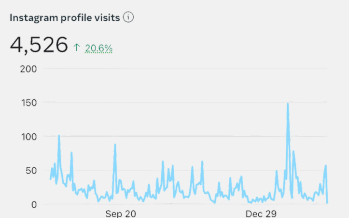
Instagram Followers

GCS Instagram gained 205 new followers this school year, marking a 210% increase from the previous year.



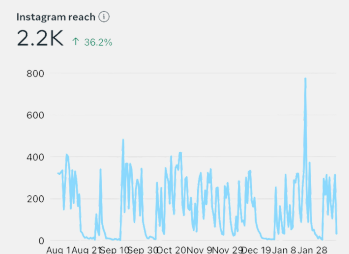
Instagram Profile Visits

GCS Instagram had 4,526 profile visits, up by 20.6% from last year.



Instagram Reach

GCS Instagram has reached 2.2K accounts, a 36.2% increase from the last school year.



Next Steps

Next steps for our district's social media involve continued growth on Facebook, a significant focus on Instagram, and potential adoption of a new platform to expand our online presence.





SOCIAL MEDIA UPDATE

GARRARD COUNTY SCHOOLS



School Year 2023-2024

Stay in the loop with the latest stories from our district! We've rounded up the top six social media posts of the school year showcasing our students' collaboration and achievements. Follow and like on Facebook/Instagram and download the Garrard County Schools app to stay connected!



Camp Dick Robinson

Culinary Collaboration! GCHS' Culinary class had a blast hosting Camp Dick Robinson's Preschoolers in their cooking lab. From cutting to measuring, our high school students guided the little chefs through a fun afternoon of cooking!

20.1K Reach



Lancaster Elementary

As part of Mrs. Dowell's class CBI project the Leopard's Snack Shack, students are provided with "real life experiences" through a variety of hands-on learning opportunities that allows them to practice essential skills.

5.5K Reach



Paint Lick Elementary

Our exceptional students from Lancaster Elementary and Paint Lick Elementary visited Build-A-Bear. From bus rides and dining out to hands-on interactions with Build-A-Bear staff, our students applied real-world skills learned in class.

6.4K Reach



Garrard Middle School

One of the happiest, most exciting days of band! Our 6th Grade students were all smiles as they opened their new instruments and learned beginning techniques during the first few weeks of band.

4.8K Reach



Garrard County High School

This year, our GCHS Football started a new tradition- before hitting the field for their Senior Night game, our Golden Lion seniors delivered honorary jerseys to teachers who have positively impacted them.

15.1K Reach



Garrard County Schools

Shop with a Cop and Firefighters brightened the season for Garrard County Schools' students! Huge thanks to FRYSC, Lancaster Police, and City Fire and Rescue, as well as our community for making it all possible.

8.2K Reach



District Website Insights

This one-pager presents a snapshot of our district website's development and growth. Featuring key analytics and update areas, it provides a concise overview of our ongoing efforts to enhance the online experience for our stakeholders."

Garrard County Schools recently organized the Grow Within Our Community where Garrard County High School Pathways took center stage. Students

Key Terms

In the realm of our website analytics, it is essential to acknowledge the significance of two key terms: "User" and "Session." A "User" refers to an individual navigating our website, identified by a unique browser cookie. These users represent the distinct visitors who interact with our online platform. On the other hand, a "Session" captures a single visit to our website, encompassing not only pageviews but also a range of interactions like events, e-commerce transactions, and various other user engagements.

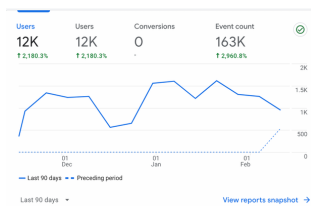
GCS Website

Review the website analytics for our district below:



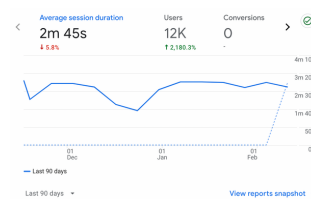
Website Users

In the past 90 days, our website attracted 12K users, marking a significant increase compared to previous years.



Average Session Time

In the last 90 days, our website maintained an average session time of 2 minutes and 45 seconds.



Top Page Views

Top pages on our website include GCS staff resources, employment, student applications, and events, serving as pivotal metrics influencing our efforts in the visible technology domain.

Top Page title and screen class by Views
Feb 8-14, 2024

PAGE TITLE AND S...	VIEWS
Home Garrard Cou...	1.9K
Staff Garrard Coun...	1.3K
Documents Garrar...	474
Employment Garra...	327
Student Application...	214
Events Garrard Co...	144
Live Feed Garrard ...	77
Forms & Links Garr...	51
News Garrard Cou...	38

Next Steps

Website Edits

Our district team is dividing website pages to meticulously review content, making updates and changes to ensure accuracy, clarity, and readiness for the upcoming summer redesign.

New Athletic Page

We are currently developing a dedicated website page exclusively for GCS athletics and student athletes. This page will be linked to our new athletic social media accounts and is scheduled to be finalized and live this spring.

Website Redesign

This summer, our team will begin a redesign of the home page and high-traffic sections of the website. The revamp will introduce new features aimed at enhancing user experience. Leveraging Google Analytics insights, we will strategically place frequently accessed information in prominent spots on the pages. The following aspects of the website are slated for updates:

- Video Gallery
- Fonts
- Graphics
- Employment Resources
- Footer
- Information Buttons



COMMUNITY ENGAGEMENT



KSBA REGIONAL MEETING

GCS hosted the KSBA Central Kentucky Regional meeting, featuring student-led excellence. From door greeters to performances by jazz band and choir, floral arrangements by GCHS Floral Design class, and dinner prepared and served by GCHS Culinary classes, it was a night showcasing the talents and dedication of Garrard County students.



EKU TEACHER RECRUITMENT FAIR

GCS staff engaged with over a hundred student teaching majors at Eastern Kentucky University's fall job fair, armed with recruitment materials and popcorn favors. A successful outreach effort to connect with potential educators.



DISTRICT MATH NIGHT

Garrard County Schools' District Math Night was a fantastic exploration of math concepts. Parents learned effective strategies for home support, and younger students enjoyed hands-on activities with GCHS Beta Club members.

COMMUNITY CAREER EVENT

Garrard County Schools' 'Grow Within our Community' Event showcased engaging student demonstrations, insightful staff discussions, and valuable information from GCHS admin. Local businesses provided tremendous support, emphasizing real-world connections to skills learned. An evening filled with engagement and community collaboration!



WHAT'S COMING NEXT?

GCS is set to attend the spring Career Fair at EKU, connecting with over 150 student teaching majors. Stay tuned for our **District Health and Wellness Night** in mid-March, followed by a **District Literacy Night** in late spring.