**Communication Updates- February 2024**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 2/14/24) |
| Total post reach this month | 75,688 |
| Total post engagement (likes, comments, etc) | 23,220 |
| Direct reactions to posts | 4,715 |
| New followers; new page likes | +52; +16 |
| Total shares | 359 |

Our social media presence has continued to reach new heights. Our total reach has hit a new high once again as more people continue to visit our page. Seeing 52 new followers is also a big win for our social media presence. This continued interaction from the community has been very encouraging, especially knowing that our student’s accomplishments are not going unnoticed.

Our Instagram account is picking up as well. It now sits at 85 followers. One of the major upsides of this account that I have noticed is that students are following it. It is nice to have another way to ensure that students are seeing what we put out.

**ADDITIONAL DESIGN/INFORMATION**

Just like the past few months, I am very happy with the engagement that our pages are getting. It is great to know that people outside of the school are seeing what we have going on and taking notice of it. I am hoping to use this high engagement to bring people to our new website once it is launched.

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