**Communication Updates – April 2024**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 4/4/24) |
| Total post reach this month | 86,712 |
| Total post engagement (likes, comments, etc) | 27,972 |
| Direct reactions to posts | 5,319 |
| New followers; new page likes | +34; +7 |
| Total shares | 401 |

Our social media reach has had a slight drop this month, coming down from the highest month we have ever had. While the reach is slightly down, our engagement has increased from last month, as well as our shares. This is great to see. The more shares our page gets, the more eyes will be on what we are doing. I am predicting that there will be a small drop over the next month due to spring break, but hopefully this will be a good time for people to explore and catch up on what we have been doing.

**ADDITIONAL DESIGN/INFORMATION**

Our social media impact continues to grow. Our new Instagram account has now surpassed 100 followers, and it is bringing in more students who do not look at our Facebook page. We have also brought back the Bellevue Bulletin, which will serve as a recap of the weeks events from our social media pages and be a place to further advertise upcoming events.

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