**Communication Updates – August 2024**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 8/14 /24) |
| Total post reach this month | 43,397 |
| Total post engagement (likes, comments, etc) | 15,846 |
| Direct reactions to posts | 2,719 |
| New followers; new page likes | +27; +9 |
| Total shares | 318 |

Our social media reach is building back up with the beginning of the new school year. Posts from back to school events and sports this summer have kept our community engaged and ready for more to come.

**ADDITIONAL DESIGN/INFORMATION**

Even in the lull of the summer, our page continued to attract new followers and members of the community to see what our district had going on. I hope to see just as much growth as we did last year this year. Our new app and website continue to get more downloads and visits as well, keeping our community even more informed and engaged.

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