**Communication Updates – September 2024**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

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| FACEBOOK MONTHLY IMPACT (as of 9/11 /24) | |
| Total post reach this month | 50,203 |
| Total post engagement (likes, comments, etc) | 33,248 |
| Direct reactions to posts | 7,105 |
| New followers; new page likes | +24; +51 |
| Total shares | 484 |

The beginning of the year has been great for our social media and our page has seen some impressive growth. Our total reach surpassed 60,000 earlier in the month, taking a short drop back down to 50.000. The best thing out of the past month has come in the form of new followers and page likes, which are some of the highest numbers we have seen in those categories. It is great to see more people coming to our page to see what our schools have to offer.

**ADDITIONAL DESIGN/INFORMATION**

The beginning of the year has been very promising for the exposure of our district. I hope to see this trend continue as the year goes on. I would love to have us surpass the numbers we had halfway through the year last year. This growth of our social media is very important as it brings eyes to our website and shows the world the great things our students are doing each week.

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