**Communication Updates – October 2024**

Bain Lindeman – *Public Information Officer*

**SOCIAL MEDIA**

|  |  |
| --- | --- |
| FACEBOOK MONTHLY IMPACT (as of 10/10/24) | |
| Total post reach this month | 24,111 |
| Total post engagement (likes, comments, etc) | 21,609 |
| Direct reactions to posts | 3,971 |
| New followers; new page likes | +26; +10 |
| Total shares | 328 |

Unfortunately, this month our reach is not an accurate representation of how many people have interacted with our posts due to an issue with Facebook incorrectly flagging a post from last month. We are still seeing an increase in followers every month, which is great for our reach into the community. I am hopeful that we will see even more people coming in due to Homecoming and other events that we have coming up.

**ADDITIONAL DESIGN/INFORMATION**

Our District’s exposure continues to grow as the year goes on. It is great to see people using our social media to share our schools with people outside of the community. I hope that we can top the numbers we had last year before this year is over.

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