



Report Summary

Since 2021, Garrard County Schools’ **Facebook** presence has shown notable consistent growth across all key performance indicators. The district’s follower base has expanded by over 64%, while total reach has grown more than forty times its original level, reflecting stronger community connection and engagement. Despite publishing fewer posts each year, content performance has soared, with shares and interactions reaching all-time highs. This demonstrates that the district’s social media strategy is successfully delivering relevant, high-quality content that resonates with our community. Overall, Garrard County Schools’ Facebook page continues to be an effective communication tool and a valuable asset for promoting district initiatives, achievements, and community engagement.

Key Terms

- **Facebook Reach:** The total number of unique users who saw Garrard County Schools’ content during a given period.
 - *Note: Meta now lists “Views” and “Viewers” instead of “Reach.” “Viewers” represents the number of unique people who saw content- essentially replacing the traditional Reach metric- while “Views” count total plays, including repeat views.*
- **Followers:** The number of users who follow the page and receive updates.
- **Visits:** The total number of visits to the page itself by any user.
- **Content Interactions:** The combined total of likes, reactions, comments, and clicks on posts.
- **Published Content:** The number of posts published during the reporting period.
- **Shares of Content:** The number of times users (followers and non followers) shared posts from the page, extending the content’s visibility.
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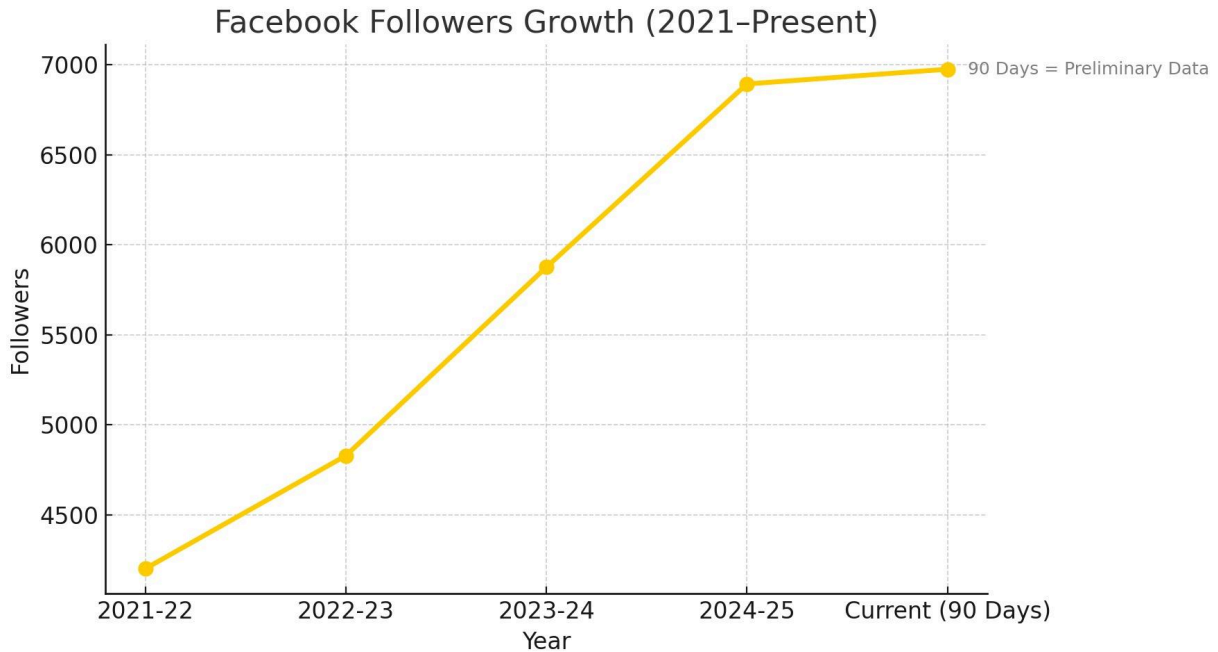
1. Overview of Growth

Year	Followers	Visits	Content Interactions	Total Reach	Published Content	Shares of Content
2021–22	4,200	—	—	72,201	765	108
2022–23	4,828	—	—	53,704	455	73
2023–24	5,876	113.2K	42.7K	1,095,195	374	2,941
2024–25	6,894	225.2K	77.1K	3,152,455	327	6,471
Current (90 Days)	6,976	39.3K	20.5K	849,574	62	607

Note: Current 90-day data provides an early snapshot of 2025–26 performance and should not be interpreted as a decline from previous years.

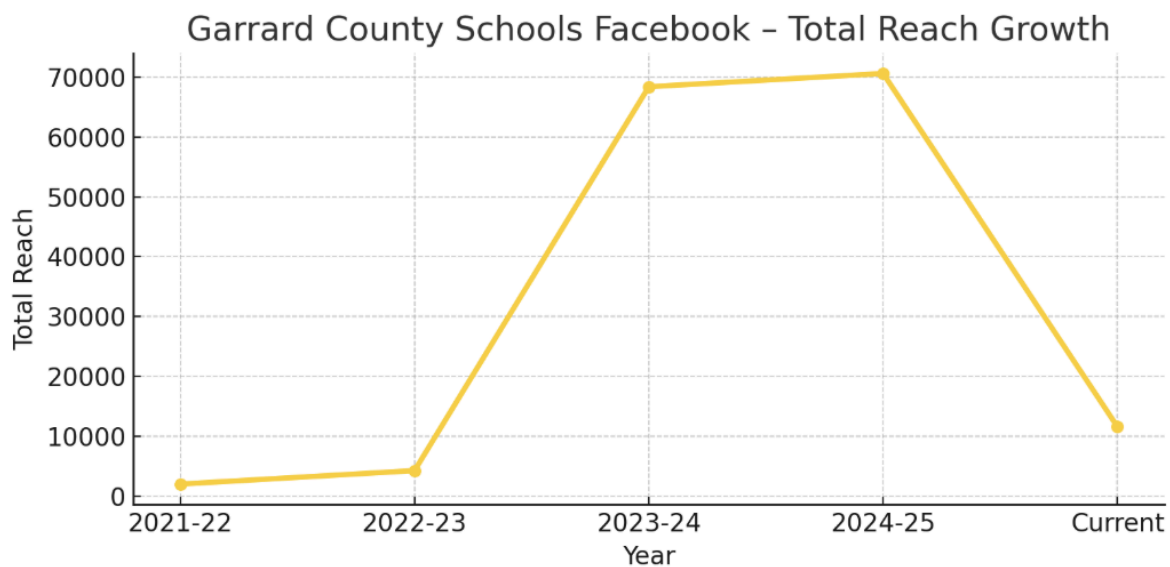
2. Follower Growth

The page's followers have risen steadily from 4,200 in 2021–22 to 6,894 in 2024–25, representing a 64% increase. The steady upward trend indicates sustained interest and loyalty among Garrard County families and the broader community.



3. Facebook Reach

Reach grew from 72,201 in 2021–22 to over 3.1 million in 2024–25 — an unprecedented increase of more than 4,000%. This surge demonstrates a significant expansion in audience exposure and community awareness.



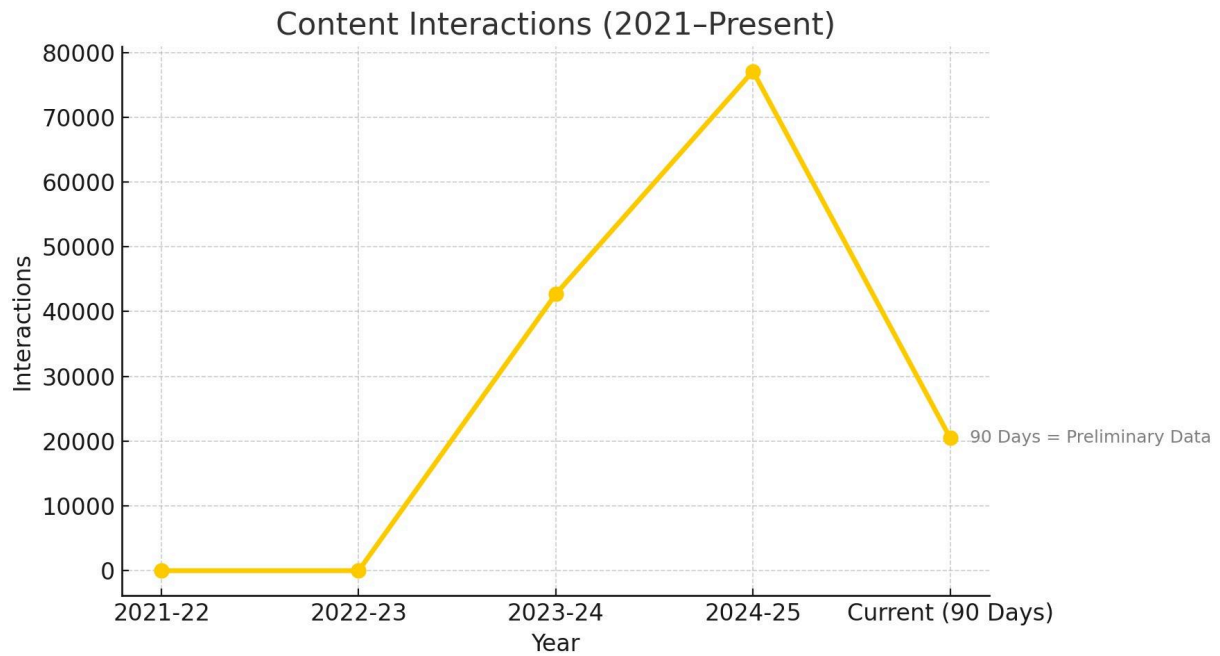
4. Highest-Reach Posts by Year

The data shows consistent improvement in post performance each year, with peak reach increasing from fewer than 3,000 in 2021–22 to more than 19,000 in 2024–25. The upward trend reflects strategic timing, use of visuals, and a focus on community-driven storytelling. Posts celebrating student and staff accomplishments consistently generate the highest levels of organic reach and sharing activity.

Year	Highest Reach	Clickable Link of Post	Notes
2021–22	2,851	Click here to view post.	Early growth driven by school event highlights and community updates.
2022–23	3,764	Click here to view post.	Posts celebrating student achievements saw strong engagement.
2023–24	20,467	Click here to view post.	Viral-level reach tied to district collaboration.
2024–25	19,746	Click here to view post.	Continued surge from timely, engaging community stories.
Current (90 Days)	14,939	Click here to view post.	Early-year success posts maintain solid momentum.

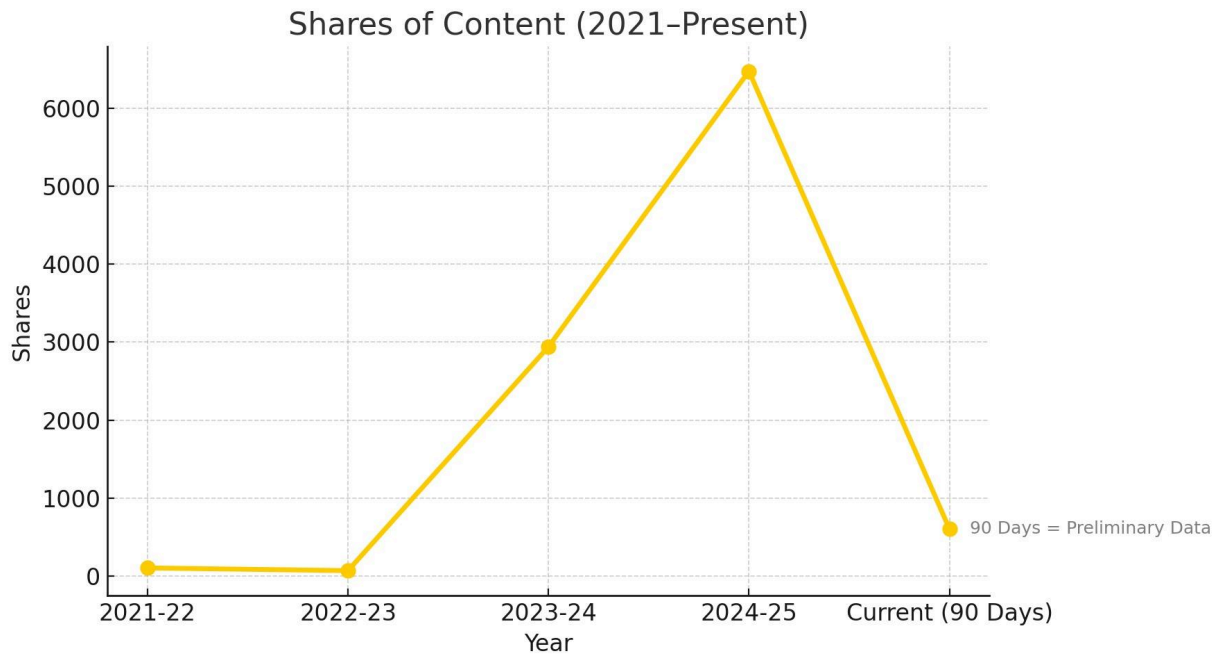
5. Content Interactions

Content engagement rose dramatically, reaching 77,100 interactions in 2024–25. This measure reflects how actively the community engages with Garrard County Schools’ content through likes, shares, comments, and reactions.



6. Shares of Content

Shares increased from 108 in 2021–22 to 6,471 in 2024–25, marking a 5,890% increase. Shares are a crucial indicator of community collaboration, showing that audiences value and want to spread district content.



7. Publishing Trends

While the number of posts published decreased from 765 in 2021–22 to 327 in 2024–25, engagement metrics soared. This demonstrates improved content efficiency, fewer posts are generating more interaction and reach, signaling a more strategic and impactful approach to communication.

7. Key Takeaways

- +64% increase in followers since 2021
- Over 4,000% growth in total reach
- Sharp rise in content shares and engagement, indicating stronger community connection
- Improved efficiency, fewer posts, greater reach and engagement
- Strong momentum entering 2025–26, with early-year data already showing high engagement potential