



## Summary

Garrard County Schools’ Instagram profile was developed and launched in August 2021 to expand the district’s digital communication strategy and connect with families, students, and the community through a more visual and interactive platform. Beginning from the ground up—with no followers, content, or prior activity—the page has since become an integral part of the district’s outreach efforts. From 2021–22 through 2024–25, Instagram performance has shown steady, meaningful growth in every key metric. The follower base has expanded by more than 300%, total reach has risen dramatically, and content interactions and shares have surged, reflecting a strong and engaged audience. Early data from 2025–26 (current 90-day period) continues to show positive momentum, signaling another promising year of growth and engagement ahead.

## Key Terms

- **Instagram Reach:** The total number of unique users who viewed Garrard County Schools’ posts during a given period.
- **Followers:** The number of Instagram users subscribed to receive the district’s updates.
- **Visits:** Total profile visits by users.
- **Content Interactions:** Combined total of likes, comments, saves, and shares on posts.
- **Published Content:** The number of posts shared by the district during the reporting period.
- **Shares of Content:** The number of times posts were shared to users’ stories or sent directly, expanding content visibility.
- **Saves:** Instances where users saved posts to revisit later—an indicator of high content value.

## 1. Overview of Growth

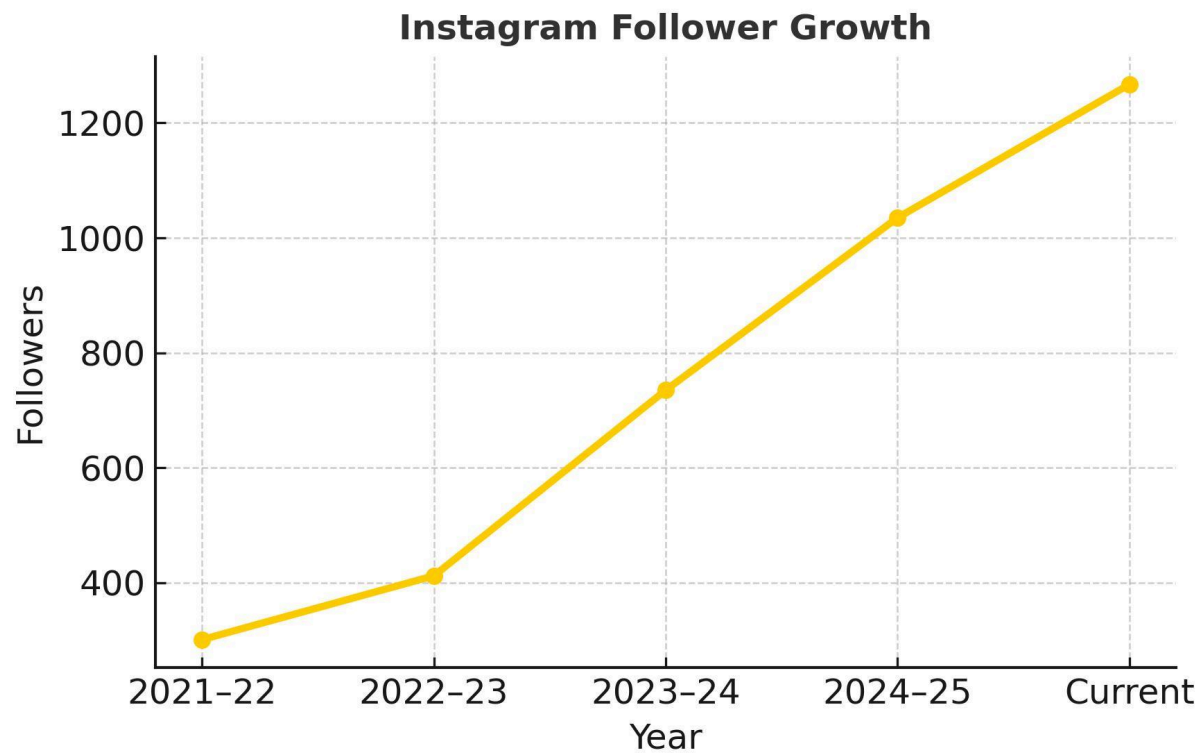
Year	Followers	Visits	Content Interactions	Total Reach	Published Content	Shares of Content
2021–22	301	---	---	2,016	306	0
2022–23	412	---	---	4,270	293	9
2023–24	735	4,918	---	68,388	234	610
2024–25	1,035	7,029	1,628	70,597	189	500
<b>Current (90 Days)</b>	1,267	1,308	948	11,604	31	72

(Note: “Current” data represents the first 90 days of 2025–26 and is preliminary.)

Since 2021, Garrard County Schools’ Instagram presence has demonstrated expansion across all performance categories. Follower count has more than quadrupled, reach has surged significantly, and engagement indicators such as interactions and shares show continued community interest. Even as publishing frequency fluctuated, post quality and connection to the audience have deepened—highlighting effective storytelling and consistent visibility.

**2. Follower Growth**

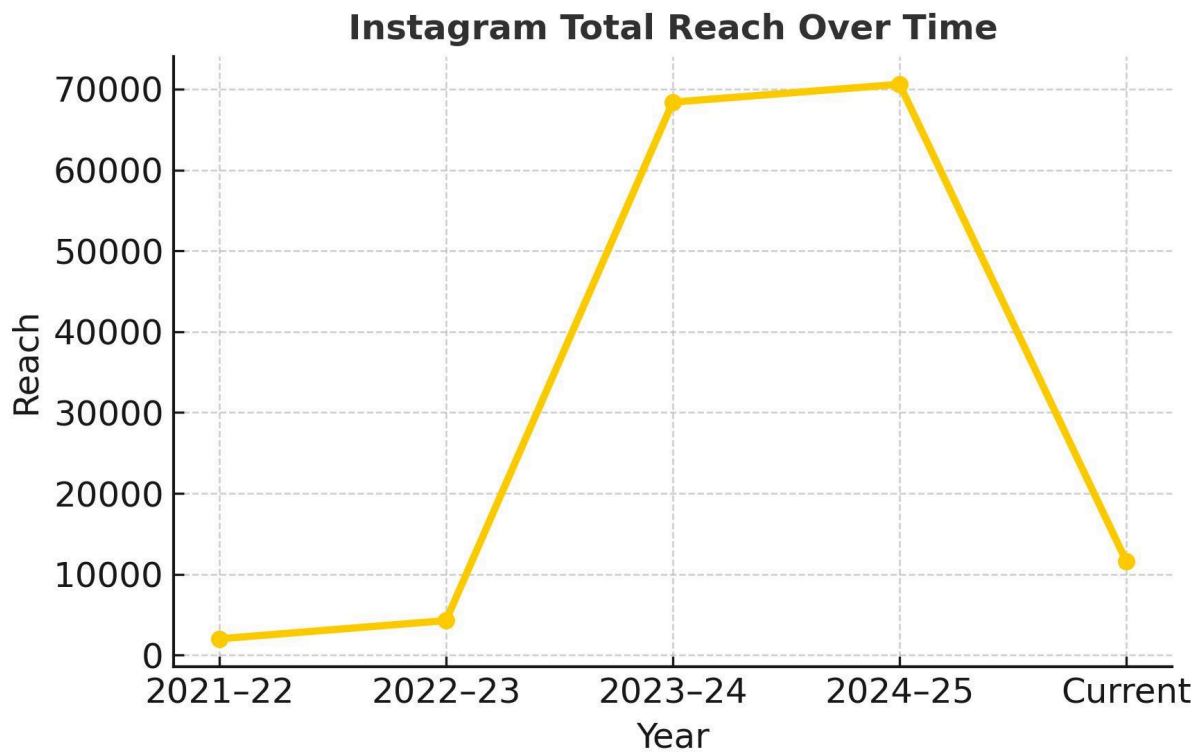
Since the district’s Instagram profile was first established in 2021, followers have risen from an initial base of 301 to 1,267 today — a 321% increase. This steady rise reflects the platform’s successful development since its launch and the growing interest and loyalty of Garrard County families, students, and staff.



*\*Current 90-day data is preliminary for this year.*

**3. Total Reach**

Reach grew from 2,000 in 2021–22 to 70,597 in 2024–25, signaling a substantial jump in visibility. While the “Current” period shows 11,604, this early-year snapshot should be viewed as partial performance, not a downturn.



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#### 4. Highest-Reach Posts by Year

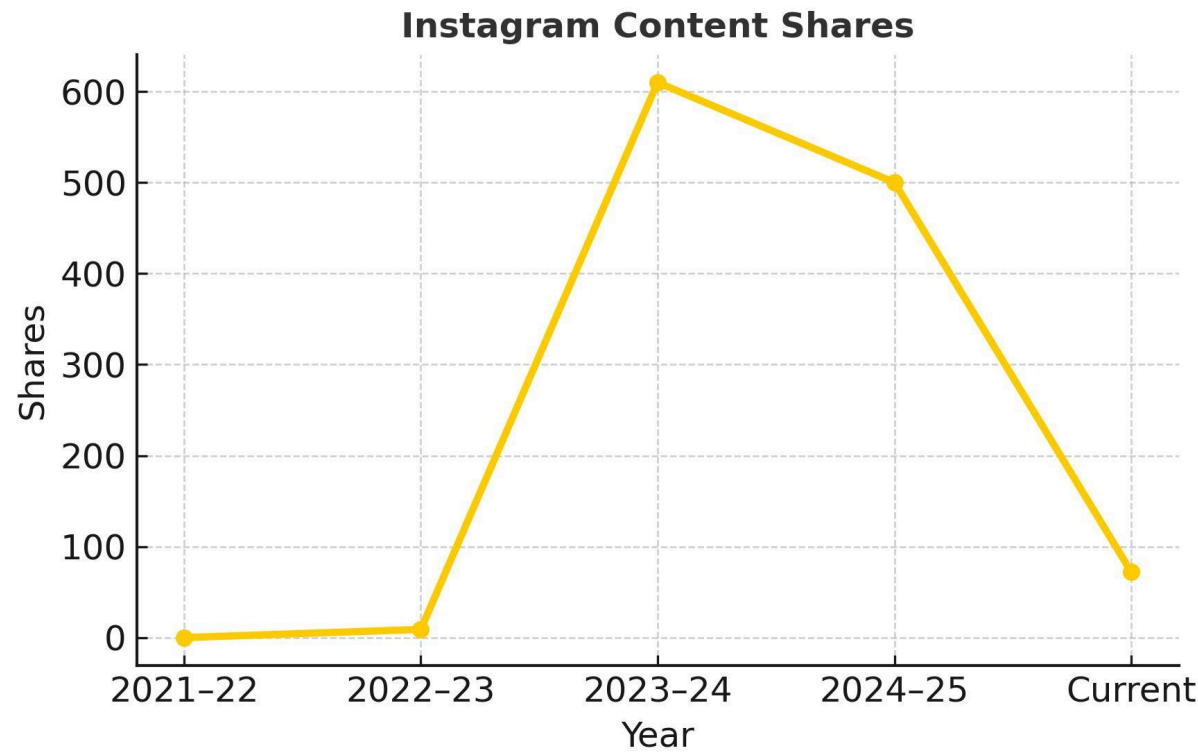
Year	Highest Reach	Clickable Link of Post	Notes
2021–22	44	<a href="#">Click here to view post.</a>	New leadership announcements sparked a strong start to growth.
2022–23	63	<a href="#">Click here to view post.</a>	Posts celebrating student achievements saw strong engagement.
2023–24	1058	<a href="#">Click here to view post.</a>	Promoting the Youth Camp led by our student-athletes brought tons of engagement and excitement online.
2024–25	1547	<a href="#">Click here to view post.</a>	Promoting district-wide initiatives to support students has achieved great success.
<b>Current (90 Days)</b>	1297	<a href="#">Click here to view post.</a>	The Homecoming crowning consistently ranks among the district’s highest-performing events.

**Content Interactions**

Content interactions spiked, particularly in 2023–24, demonstrating strong engagement with district posts and visuals. These spikes often correlate with milestone events, achievements, or community highlights.

**5. Shares of Content**

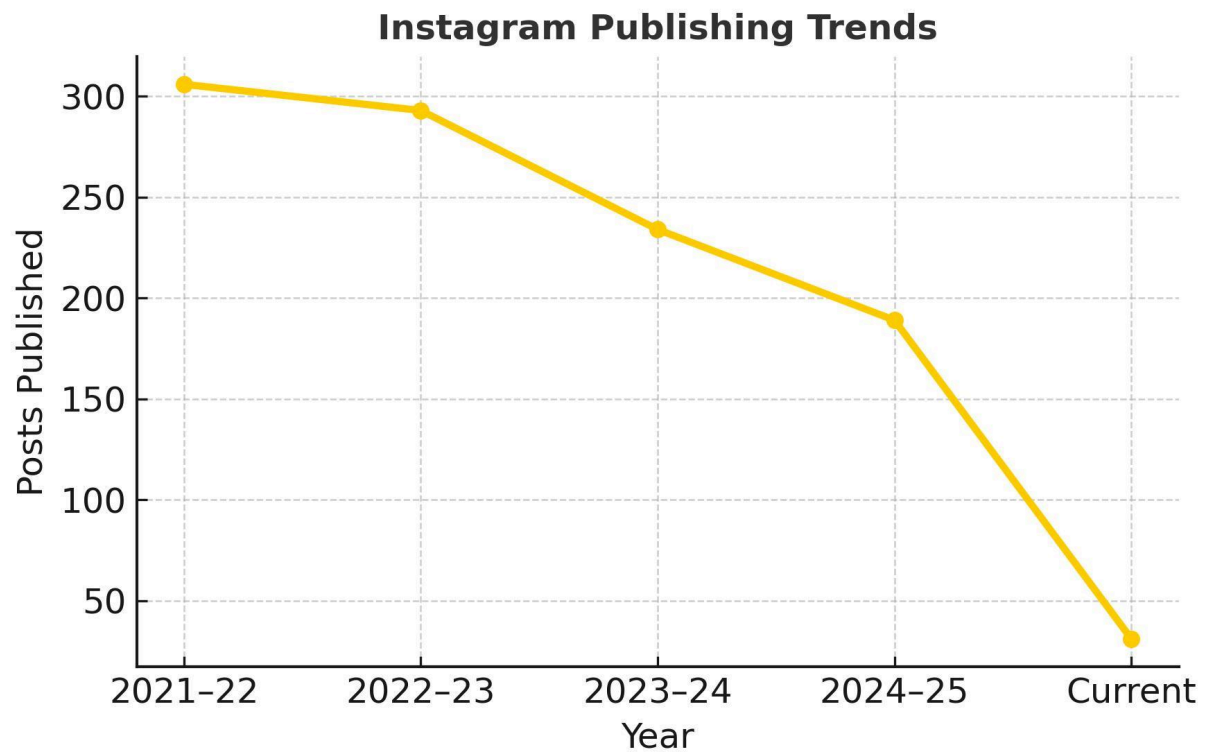
Shares climbed from almost none in 2021–22 to over 1,500 in 2024–25—a dramatic rise that underscores how often the community chooses to amplify district messages.



*\*Current 90-day data is preliminary for this year.*

**6. Publishing Trends**

Despite variation in the number of posts published, engagement efficiency has improved. Fewer posts are reaching more people, proving that the content strategy prioritizes quality, timing, and resonance over quantity.



*\*Current 90-day data is preliminary for this year.*

#### 7. Key Takeaways

- +321% increase in followers since 2021
- Massive growth in total reach and engagement
- Significant increase in post sharing, expanding visibility beyond followers
- Improved content efficiency—fewer posts generating higher engagement
- Strong positioning for continued growth in 2025–26