



Social Media Platform Insights

Garrard County Schools manages a range of media platforms, including Facebook, Instagram, Twitter, and our GCS app. Continuously analyzing and anticipating growth, we are committed to expanding our digital presence.

Edit cover photo

Key Terms

This document highlights our key social media metrics: **Views** (the number of people who saw our content), **Followers** (total individuals who follow our Page), **Profile Visits** (how often our Page was viewed), and **Content Interactions** (the actions users take on our posts, such as likes, comments, shares, and other forms of engagement).

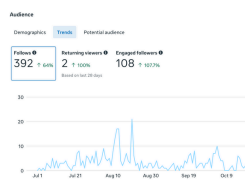
Facebook

Facebook analytics highlight how our content is connecting with the GCS community.



Facebook Followers

GCS Facebook now has 7.1K followers, gaining 392 this school year, a 64% increase from the previous six months.



Facebook Profile Visits

The GCS Facebook Page has seen 46.4K visits since July 1, maintaining a strong connection with our audience.



Facebook Views

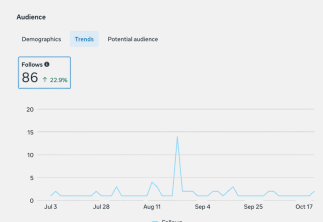
GCS Facebook content has reached 1.1 million views since July 1.



Instagram

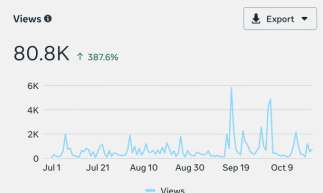
Instagram Followers

GCS Instagram gained 86 new followers this school year, marking a 22.9% increase from the previous six months.



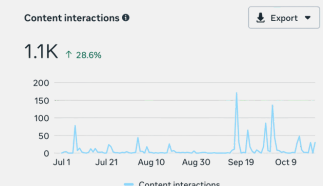
Instagram Content Views

With 80.8K views, GCS content engagement has grown 387.6% from the prior six months.



Instagram Content Interactions

Since the start of the school year, GCS Instagram has seen 1.1K content interactions, a 28.6% increase over the previous six months.



Next Steps

Use social media to focus more on storytelling—highlighting student learning, community involvement, and the true GCS experience. Coordinate messaging across digital signs, athletic boards, and the website to keep content consistent and engaging.

Follow Us



Garrard County Schools



garrard_county_schools