

BISD Community Relations Report

March 2022

Mission of the Community Relations Department: To tell the BISD story through positive dialogue via print and social media, focusing on BISD policy, teaching efforts and student success; to integrate the BISD story into the community in such a way that it promotes goodwill and support to the district, while also investing key personnel into the community profile through service and networking.

Completed since March 2021:

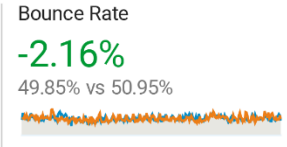
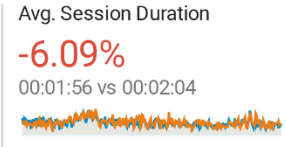
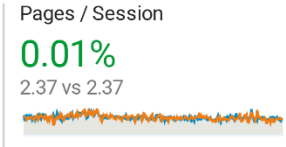
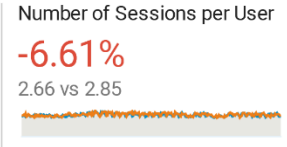
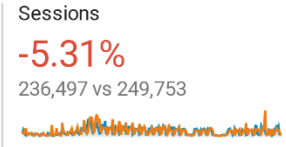
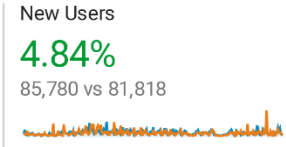
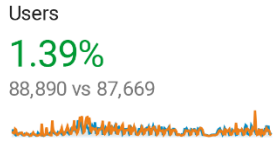
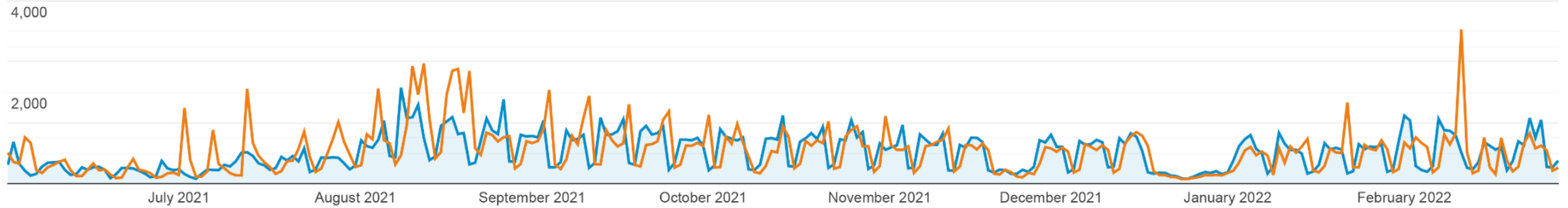
- Project Neighborhood (Press releases, Forecast5 Map Graphics, Posters, Online media)
- Billboard campaign (District of Choices, Alumni)
- **60** Press Releases – June 2021 through Feb 2022 (Same period last year: **66**) – *Less COVID-related releases*
- Weekly articles/news
- BISD website updates (required postings, staff photos, daily updates, athletics section improvements)
- Monthly teacher and staff spotlight
- Monthly Board Reports & Board meeting live stream (YouTube)
- District social media postings (Facebook, Twitter, Instagram) + Athletics (Twitter)
- Live varsity home football game video streaming at Gordon Wood Stadium
- Utilizing BHS A/V and Photography students for coverage of events
- Updated graphics and video for Gordon Wood Stadium scoreboard
- Communications Internship – 3rd Year (Jordan Favors, HPU)
- **145** Total School Messenger messages – Excluding automated reminders for attendance / food service (**June 2021 through Feb. 2022**)
 - Emails: **95,599** SMS: **119,818**
- **112** COVID-19 Related
 - Emails: **7,248** SMS: **4,637** (**Down from 240,479 Emails & 22,126 SMS messages last year during the same period.**)
- TSPRA Conference, **3 Star Awards** (Chick-fil-A video – Gold, District of Choice Billboard – Silver, Teaching at BISD Video – Bronze)

Future Projects / Underway:

- Project Neighborhood communications
- Continued Promotion of Elementary Programs
- Preparations for BHS Graduation live video coverage
- New billboards (Alumni, District of Choices)
- Back to School Guide / Summer Guide
- Equipment upgrades
- Continued development of BISD video projects & online channel

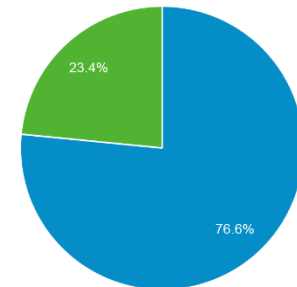
Jun 1, 2021 - Feb 28, 2022: ● Users

Jun 1, 2020 - Feb 28, 2021: ● Users

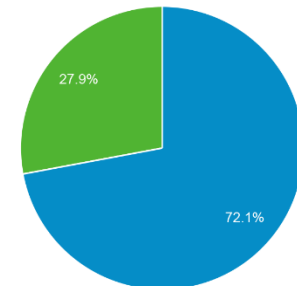


■ New Visitor ■ Returning Visitor

Jun 1, 2021 - Feb 28, 2022



Jun 1, 2020 - Feb 28, 2021



SOCIAL MEDIA:

March 2022:

Twitter:

5,120 Tweets
1,447 Followers (up 31)

Facebook:

Total Page Likes: 4,607 (up 274)
Organic Post Reach (Max): 11,950
Weekly Post Reach (Feb. 20 – Feb. 26, 2022): 21,379
Weekly Post Engagements (Feb. 21 – Feb. 27, 2022): 6,667
Paid Reach: 8,402 (\$70.00)

Instagram:

1,155 Posts
1,414 Followers (up 117)

March 2021:

Twitter:

4,615 Tweets
1,416 Followers

Facebook:

Total Page Likes: 4,333
Organic Post Reach (Max): 16,892
Weekly Post Reach (Feb. 22 – Feb. 28, 2021): 5109
Weekly Post Engagements (Feb. 22 – Feb. 28, 2021): 2488

Instagram:

880 Posts
1297 Followers

March 2020:

Twitter:

4,226 Tweets
1,380 Followers

Facebook:

Total Page Likes: 3,821
Organic Post Reach (Max): 20,855
Weekly Post Reach (Feb. 18 – Feb. 24, 2020): 3961
Weekly Post Engagements (Feb. 18 – Feb. 24, 2020): 2108

Instagram:

586 Posts
1065 Followers

March 2019:

Twitter:

3,786 Tweets
1,261 Followers (up 61)

Facebook:

Total Page Likes: 3,386 (up 496)
Organic Post Reach (Max): 11,630
Weekly Post Reach (Feb. 22 – Feb. 28, 2019): 4,902
Weekly Post Engagements (Feb. 22 – Feb. 28, 2019): 2,361

Instagram:

335 Posts
709 Followers