

2019-2020 DISTRICT SNAPSHOT



GO PUBLIC WITH DAVID CHANCELLOR : VALUE \$3,500/district

- 19 segments featuring ISDs programs, students, and successes on Mondays at 6:30PM
- Social media promotion
- David received TSPRA Media Award recognizing this work



SOUTH SAN ISD SEGMENT SOCIAL REACH

- Facebook: 224 reactions, 9 comments, 34 shares
- 49K reach, 81.5K impressions

SOUTH SAN ISD

FACEBOOK VIDEO FEAT. PROGRAMS: VALUE \$1,000/district

- Facebook video campaign promoting academic, CTE, and extracurricular programs for all 19 ISDs



NEWSLETTER EBLAST 1X MONTHLY: VALUE \$750

- 25K parents interested in education

Cool Schools features middle school academies in South San ISD.

KSAT- COOL SCHOOLS COMMERCIAL: VALUE \$4,000/district

- Aired for 2 weeks on KSAT and MeTV
- Banner ads promoted SSAISD, directing users to profile page on Go Public



TPR, iHeart Media, 96.1 and 104.5: VALUE \$18K

- Monthly radio spots including host personal live read sharing the benefits and successes of your local ISD
- Drove users to the Go Public site



SOCIAL MEDIA: VALUE \$28K: Content, ads, promotion, partners

FOLLOWERS	SEPTEMBER 2019	MAY 2020
Facebook	5,885	6,296
Twitter	4,588	5,338
Instagram	0	762



UNIVISION, GO PUBLIC WITH KEYHLA: VALUE \$22K

- 5 TV and radio commercials promoting ISDs, programs, information
- Social media
- Spanish language page on

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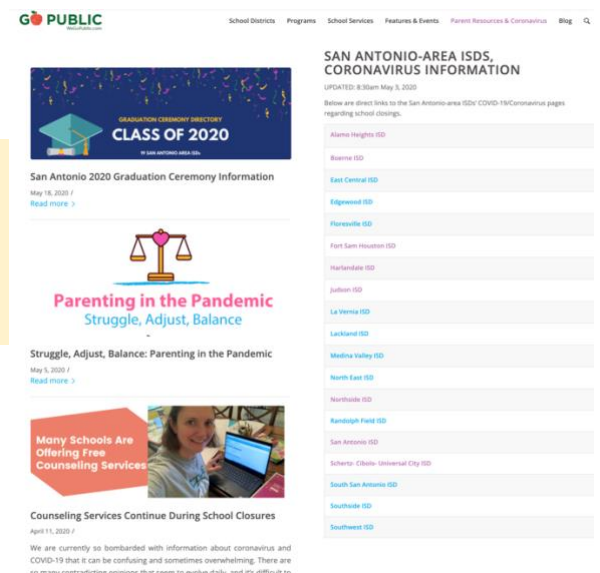
WEBSITE PAGES – WeGoPublic.com
VALUE: \$1,850/district - Content, SEO, and strategy to drive traffic to ISDs. The site tripled its traffic this past year.

EXAMPLES

- *School District Map* – drives traffic to the site through an interactive district boundary map
- *District Profile Pages* – push traffic directly to each ISD, promotes mission, highlights, leadership, and social media
- *Why Choose Traditional Public Schools* – at a glance
- *Parent Resources and Checklists* – helping parents with information like Pre-K registration, free testing for students, CTE
- *Media Segments* – ISDs have had features on WOAI, KSAT, and CW35 promoting a program, success, or initiative of their choice.

COVID-19 RESOURCE WEBPAGE

- Direct links to districts' COVID 19 pages
- At home learning and tips
- Counseling services-direct links
- School meal map



GOOGLE ADS – PUSHING TRAFFIC TO GO PUBLIC WEBSITE: VALUE \$12,000

Impressions	74K
Clicks to WeGoPublic.com	6,730
Top search terms from users who then clicked on GP site	Elementary school, San Antonio schools, schools near me, public charter school, San Antonio middle schools

GO PUBLIC NIGHT WITH THE SPURS: VALUE \$10K

- 8 week promotion
- Prizes given by the Spurs
- Raised \$2,800
- Go Public had no hard costs

