

# Communications Overview

Annual Report 2025-26



## General Overview

Website Pages	1,412	<b>Note:</b> This is just for the District Website <a href="https://www.okemosk12.net">https://www.okemosk12.net</a> , not the environmental or bond websites
Individual Points of Pride	229	<b>Note:</b> These are individual accomplishments submitted as apart of our Points of Pride Newsletter over the last 12 months
Events Livestreamed	43	<b>Note:</b> These events include Band, Orchestra, Choir, Archery, Jazz, Elementary Music. This does not include recordings of the board meetings or events that are exclusively recorded (Sock Out Suicide, etc.)
Number of FOIA Requests	26	
Rebranding / Creation of Social Media Platforms	We have rebranded our YouTube (The Okemos Channel -> Okemos Public Schools) and created new district social platforms (Instagram / Facebook) to have a better direct source to share highlights and information to our community. This helps us celebrate achievements but also serves as direct contact during any emergency situations where info is vital	
Positive News Stories	6	WILX's Schools Rule covered positive stories such as the new Bike Station in Hartrick Park, Mr. Staib and his Art, Business Professionals of America national awards for students, a concert with Time for Three and orchestra students, and Crunch the Hunger for the Okemos Community Food Pantry.
Auditing BrightArrow	Performing an audit on BrightArrow to identify type and cadence of school, department, and district communications to find efficiencies	
Supporting Parent Groups	Collaborate with school and district parent groups, including creating a centralized calendar on the website for parent group events and fundraisers.	
Newsletter Support	Monthly Newsletters includes the Points of Pride, Superintendent Newsletters, and Bond Updates, along with timed communications like the District Nurse Newsletter that releases less frequently	

## Social Media 30-Day Report

602 followers 489 followers >

### Facebook (October 13th - November 9th)

#### Views

Views ⓘ

39.7K ↓ 59.5%

From followers ⓘ 30.2% ↑ 92.4%

From non-followers ⓘ 69.8% ↓ 17.2%

Viewers ⓘ 9,554 ↓ 67.6%

#### Interactions

Content interactions ⓘ

550 ↓ 58.3%

From followers ⓘ 208 ↓ 26.8%

From non-followers ⓘ 342 ↓ 66.9%

### Instagram (October 13th - November 9th)

#### Views

Views ⓘ

26.8K ↓ 32.5%

From followers ⓘ 43% ↑ 19.4%

From non-followers ⓘ 57% ↓ 10.9%

#### Reach

Instagram reach ⓘ

2.5K ↓ 30%

From followers ⓘ 429 ↑ 6.2%


From non-followers ⓘ 2,099 ↓ 34.7%

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Strategic Plan Support	Creating branded materials that support and spread awareness about our Strategic Plan initiatives and supporting leadership during presentations
Celebrating Fun National Holidays	Building community by celebrating national appreciation days or fun “holidays” including, National Coffee Day, Dress Up Your Pet Day, or International Kindness Week




September 29th, 2025

Dear Okemos Community,

The Okemos High School evacuated the school this afternoon after the school received a call of a possible threat. Meridian Township Police and other first responders are on the scene.

All students are currently safe with staff at the stadium. Families, please do not respond to the high school at this time. We will continue to communicate as we know more about the situation.



John J. Hood  
Superintendent

## Emergency Communications in Action

On September 29, Okemos High School evacuated due to a swatting event. When the Superintendent issued an official statement, the communications team went into action and provided an email update, social media updates on Instagram and Facebook, and created a pop-up on the district website. We were able to get all of these platforms updated within minutes of the incident with the help of already created templates.

**This single post culminated over 65,000 views with 85 shares from the community.** It was an achievement in getting information out quickly, but also showed our community rallying and getting information from one source of truth, under the Okemos Public Schools name. This post also allowed news outlets to use this as an official statement and freed up time and communications that is vital for addressing the issue at hand, and not having to spend time updating multiple sources with info as its happening.

Something that we can improve on in the future is a means of keeping information prevalent and updated. We noticed that as the first post or set of info gets picked up with more and more shares, it’s hard to keep that updated with supplemental posts. The second post we put out giving an all-clear and sharing when students would be dismissed only had about 1/4 of the amount of shares or attention.