

**To:** Board of Education  
**From:** Molly Castor, Communications Consultant  
**Date:** December 3, 2025  
**Subject:** District Communications Update



Dear Members of the Board of Education,

I am pleased to share a quick overview of recent and upcoming work for district communication. This memo, and brief presentation, will highlight social media updates, website analytics, and communication initiatives I'd like to continue pursuing. Overall, I hope that this work builds more community connection while supporting principals and other staff in their communication journeys.

### **Social Media Update**

- Increased District Instagram followers by 50%
- Social Media training for school "champions"
- Created a District LinkedIn page
- Future work: maintaining and enhancing content calendar

### **Website Update**

- Maintaining updated homepages
- Auditing page content
- Reviewing page analytics
- Future work: working with principals for message creation; promoting Community Connection page

### **Communication Initiatives**

- Building communications "hub"
- Monthly or quarterly eNewsletter
- Community partnerships