

BISD Community Relations Report

March 2026

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.

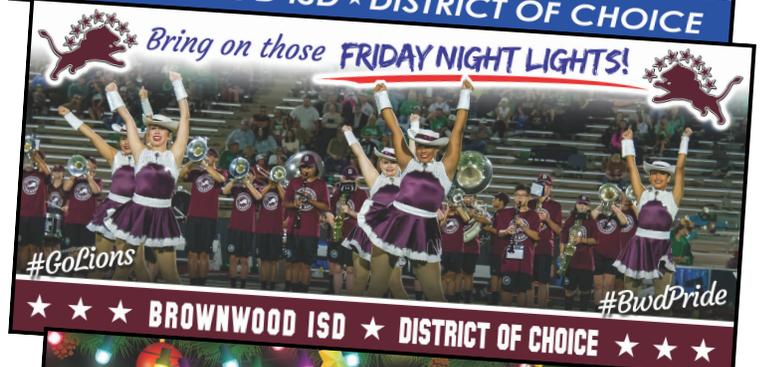
Completed since March 2025:

- 70 Press Releases
- Back to School ROAR Magazine – Designed in-house
- Various Billboards (rotating)
- MAC Custom Sports Banners
- 2023 Bond (designs, photos, various publications)
- Implemented custom incident reporting system (replaced STOPit)
- Weekly articles/news
- Weekly Calendar/Events summary
- Video Projects (Convocation, First Day of School, Lions Intro Video, MAC, A Brownwood Christmas, GWS Progress)
- BISD Website – ParentSquare Smart Sites platform integrations and page optimizations
- 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, X/Twitter, Instagram) + Athletics (X/Twitter)
- BEF GiveButter setup for donations (Country Gala)
- Live varsity home football game video streaming at Gordon Wood Stadium
- Utilizing BHS Media Crew/Photography students for coverage of events
- Updated graphics and video for Gordon Wood Stadium scoreboard
- Transitioned to ParentSquare messaging from School Messenger
- 37 ParentSquare Smart Alert messages (Communications Dept.)

Future Projects / Underway:

- Dallas Huston Texas Hall of Fame Feature Ad Design
- Gordon Wood Stadium - Visual History Wall Designs
- Bond Updates (Media, News)
- Social Media Messaging - New & Varied Content
- Adding Social Media Posts that align with District Goals
- Work with BEF (Donation pages, setup, website)
- Preparations for BHS Graduation live video coverage
- Brownwood ROAR / Back to School Guide

BISD COMMUNICATIONS



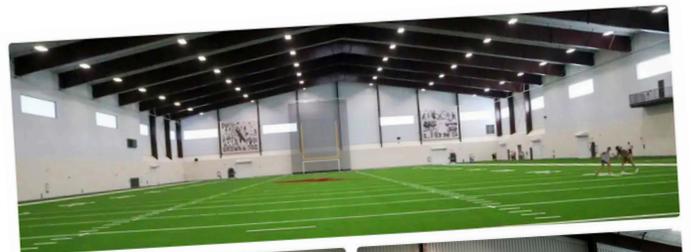
BISD Communications earned three Star Awards for distinguished achievement at the TSPRA conference:

SILVER STAR AWARDS

- Published News – The Beating Heart of The Friday Night Lights – Feature Article by Sara Musgrove
- Brownwood High School A/V & Photography Promo Video

GOLD STAR AWARD

- Multi-Purpose Activity Center Banners (Featuring Brownwood Lions & Lady Lions)



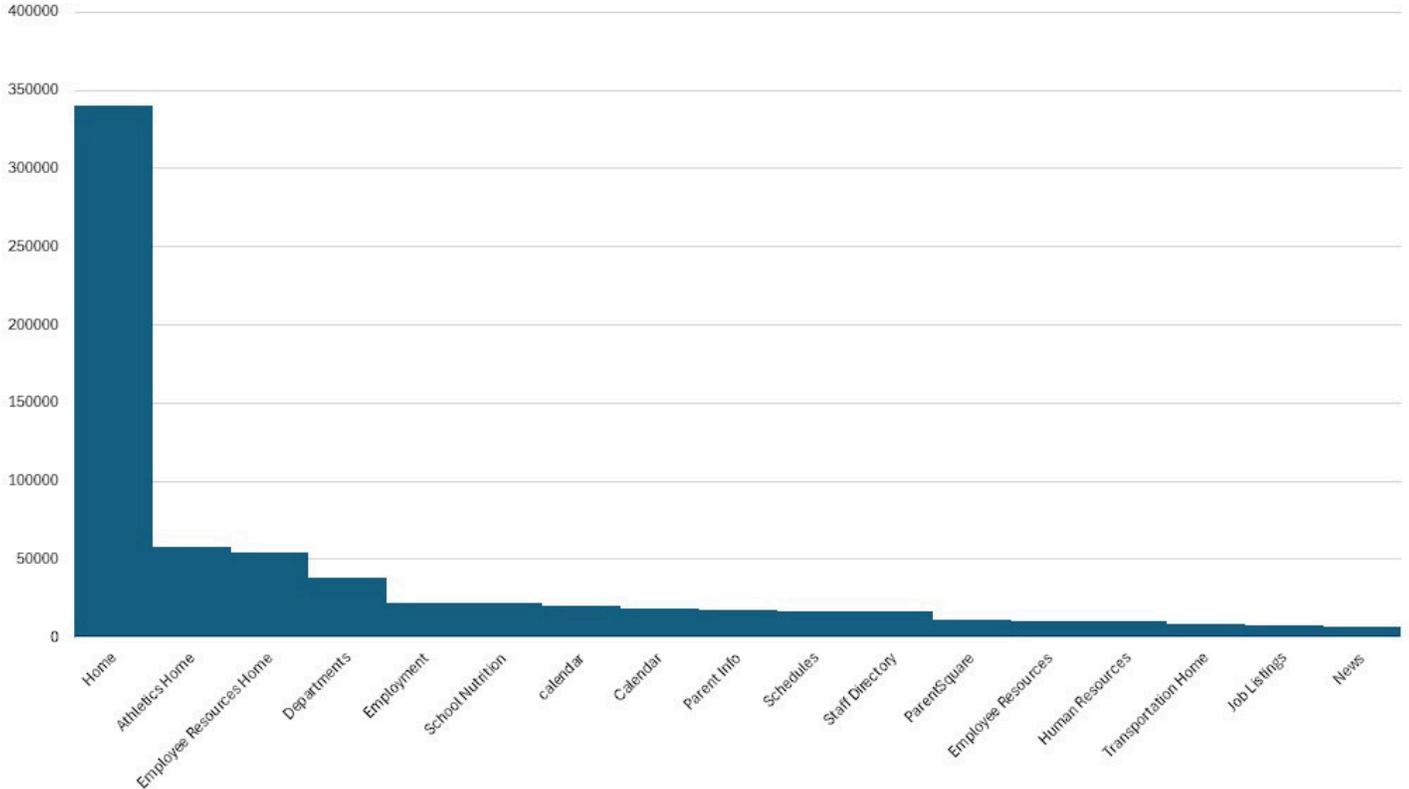


DIGITAL COMMUNICATIONS

WEBSITE (www.brownwoodisd.org)

TOP PAGES

Hits



Page	Hits
Home	340276
Athletics Home	57816
Employee Resources Home	54116
Departments	38285
Employment	22405
School Nutrition	22028
calendar	19870
Calendar	18011
Parent Info	17749
Schedules	16939
Staff Directory	16806
ParentSquare	11284
Employee Resources	10312
Human Resources	10199
Transportation Home	8680
Job Listings	8062
News	7160

HOMEPAGE HITS SINCE

4-30-2025

340,276



DIGITAL COMMUNICATIONS

PARENTSQUARE (Email, Text, App)

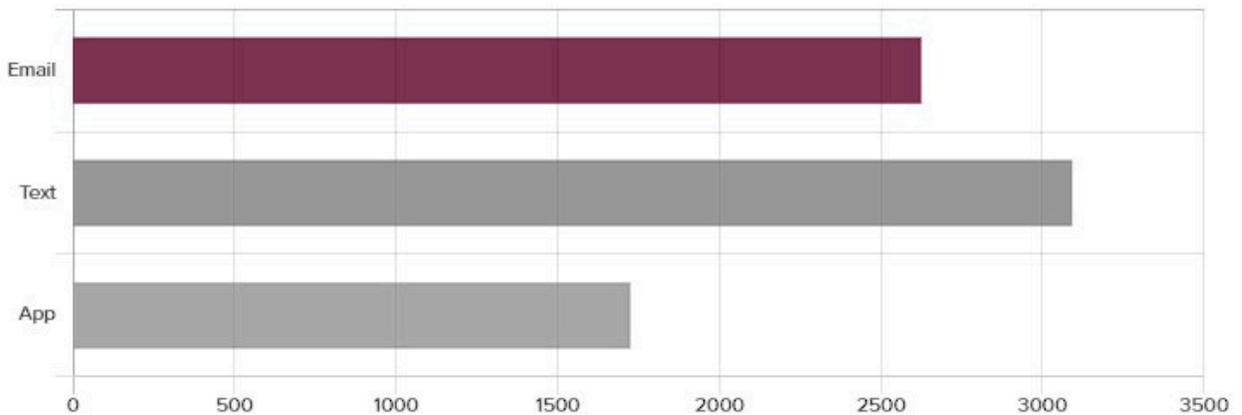


3,196	Auto Notices	228	Calendar Events 12 RSVP Requested
112,360	Direct Messages 16,549 Threads	409	Files Shared 327 Posts
114	Forms / Permission Slips	2,370	Items Requested 24 Posts
5	Payment Items 5 Posts	2,593	Photos / Videos Shared 835 Albums
5	Polls	5,578	Posts
111	Posts Shared on Social	0	Secure Documents
37	Smart Alerts	38	Posts Requesting Volunteers

* all values are totaled starting from July 22, 2025

REACH & DELIVERABILITY

REACH METHODS



EMAIL

- 2,675 (81%) Parents with emails
- 2,625 (79%) Opted to receive emails
- 2,625 (79%) Receiving emails
- 0 (0%) Failed emails

TEXT

- 3,145 (95%) Parents with phones
- 3,092 (93%) Opted to receive texts
- 3,092 (93%) Receiving texts
- 0 (0%) Failed texts

APP

- 1,969 (59%) Parents with app
- 1,725 (52%) Receiving notifications

* all percentages are out of the total 3,319 parents in the District

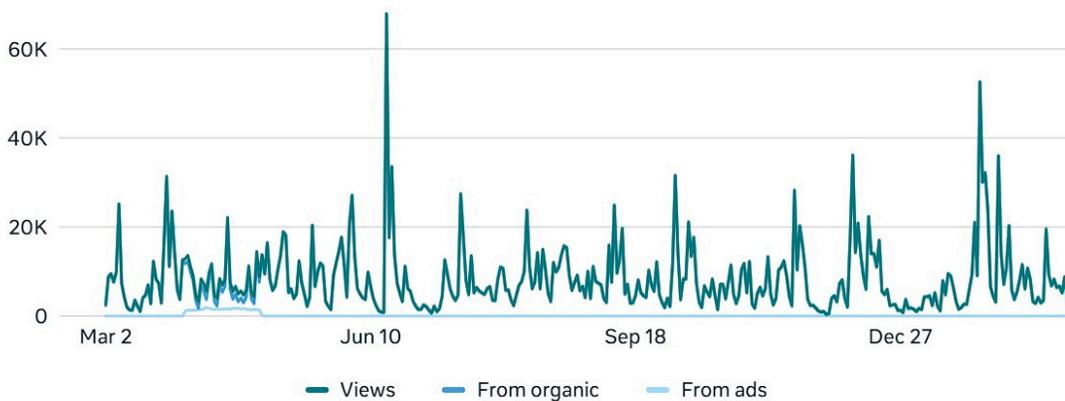


DIGITAL COMMUNICATIONS

SOCIAL MEDIA (Facebook, Instagram, X)



Views ⓘ **3.1M** |
 3-second views ⓘ **62.1K** ↑ 429.4% |
 1-minute views ⓘ **4.1K** ↑ 408.1% |
 Content interactions ⓘ **38.4K** ↑ 26.4% |
 Watch time ⓘ **15d 3h** ↑ 443.4%



Views breakdown
Mar 2, 2025 - Mar 2, 2026

Total
3,053,071
From organic
3,008,808
From ads
44,263

Viewers ⓘ
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	March 2024	March 2025	March 2026
FACEBOOK			
Followers	6157	6639	7222
Content Interactions Since Aug 1	31,900	19,600	23,400
INSTAGRAM			
Posts	1856	2206	2561
Followers	1616	1766	1989
Reach Since Aug 1	9300	14,000	36,600
X/TWITTER			
Tweets	6136	6732	7181
Followers	1471	1474	1468