

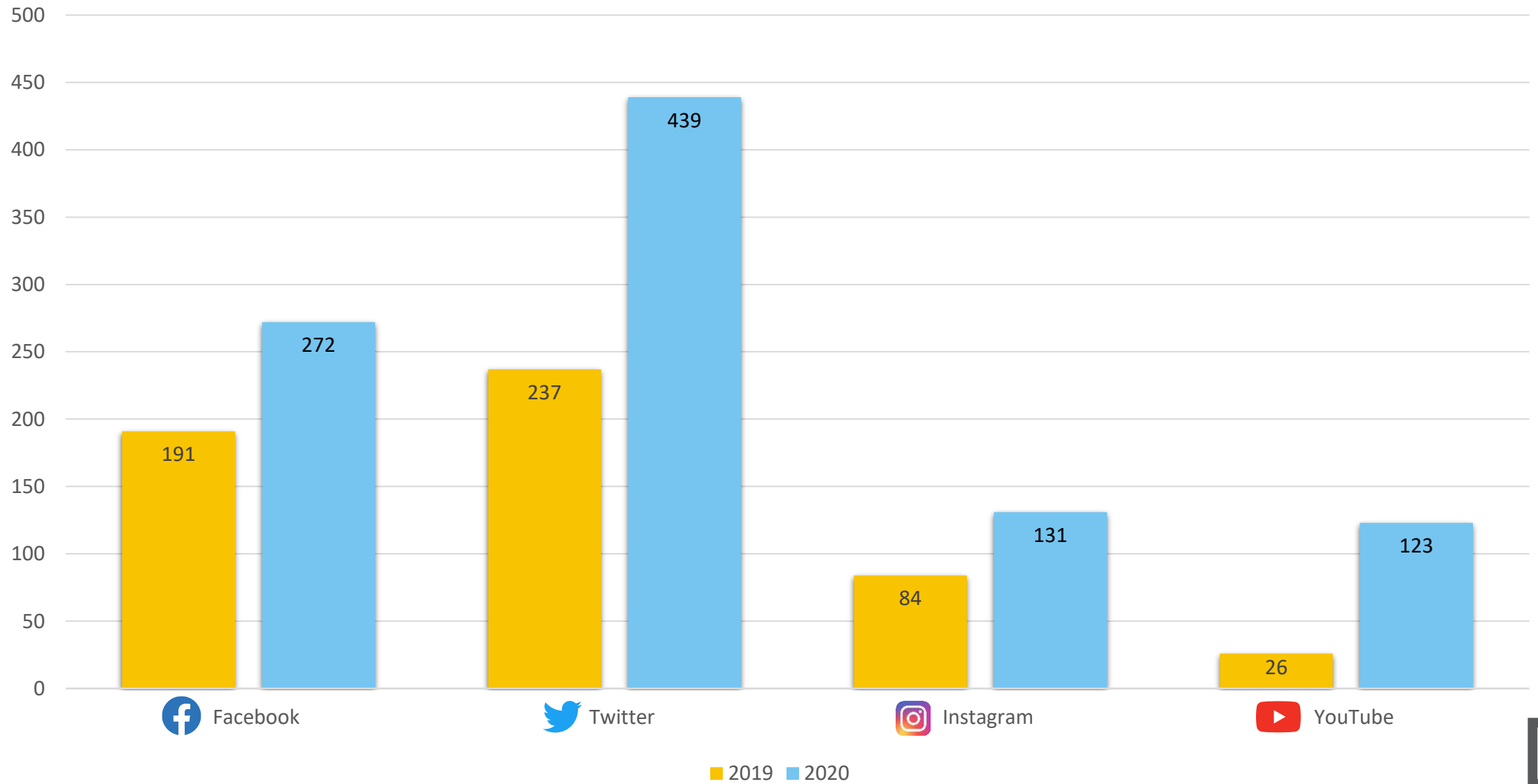


Communications and Community Relations

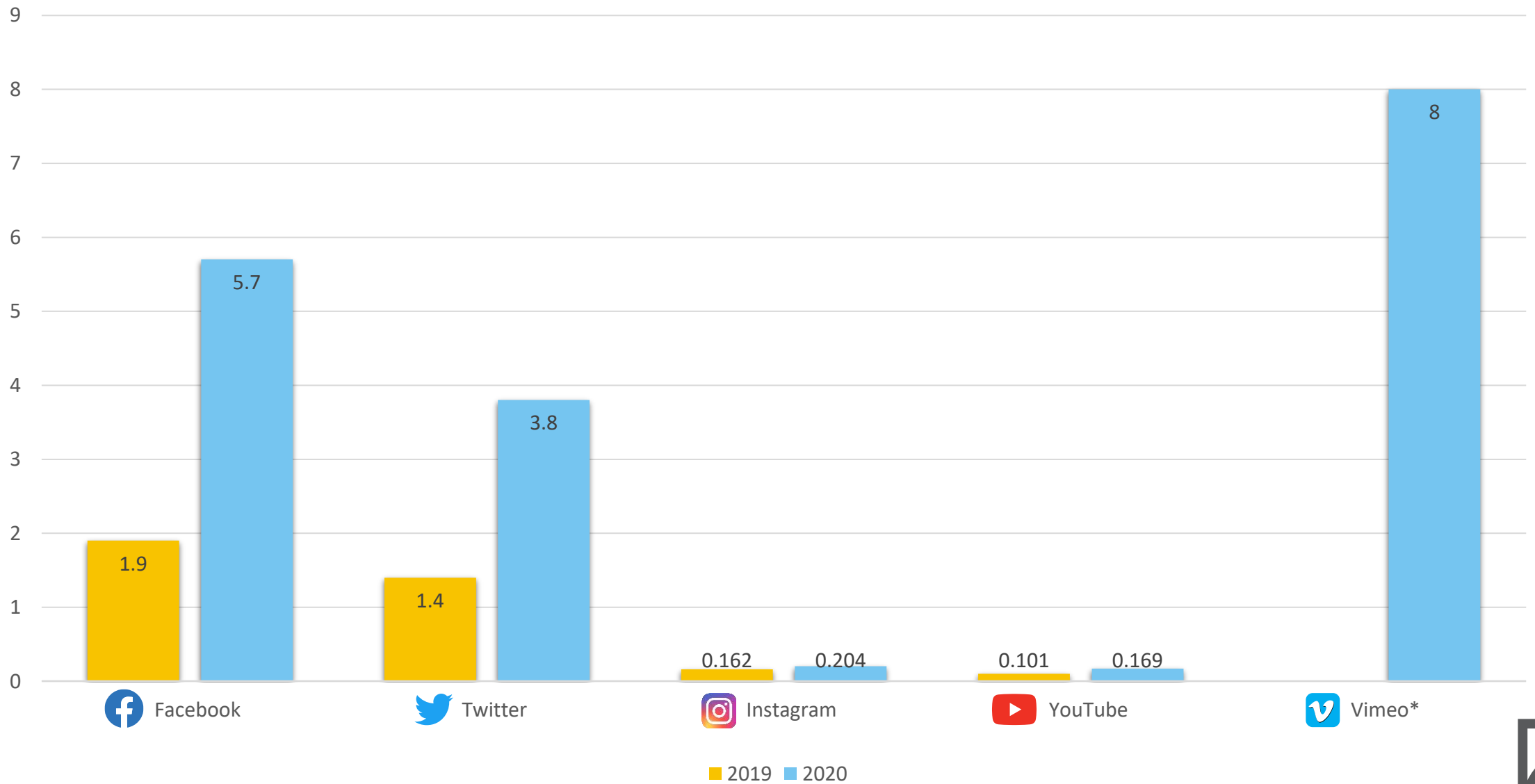
Yearly Update 2019-2020



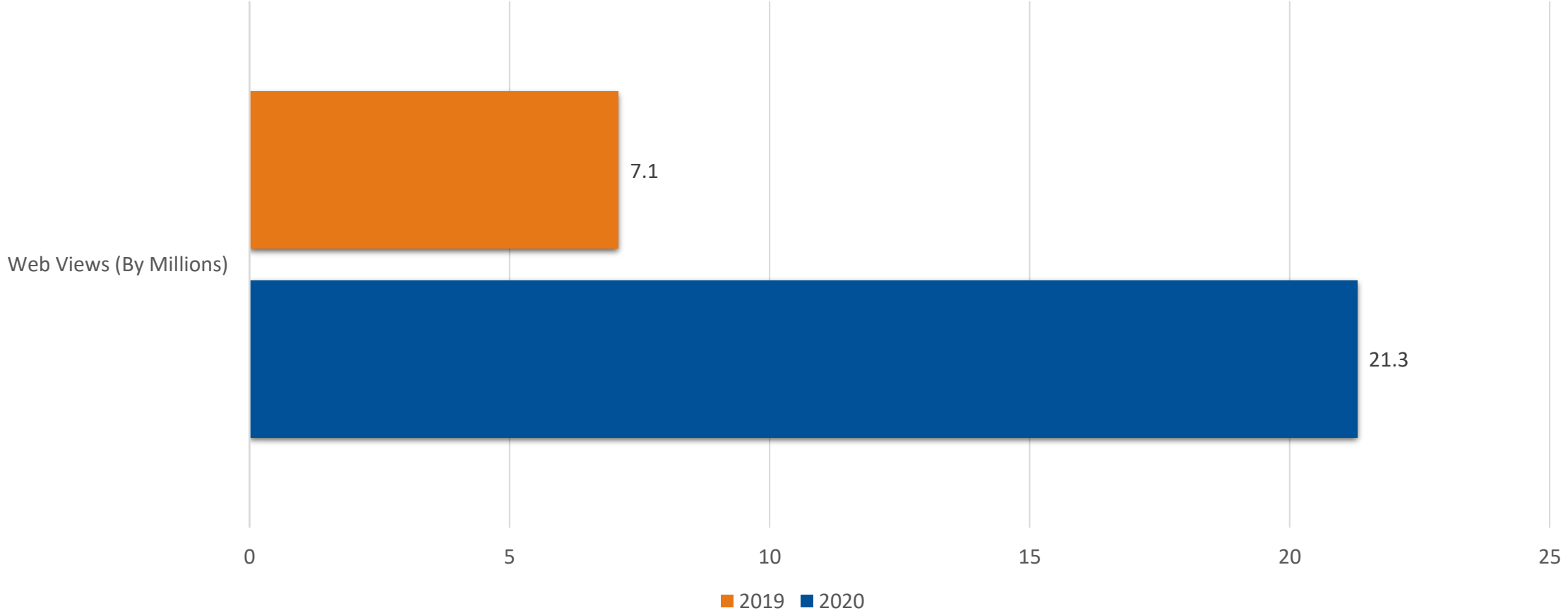
Number of Social Media Posts



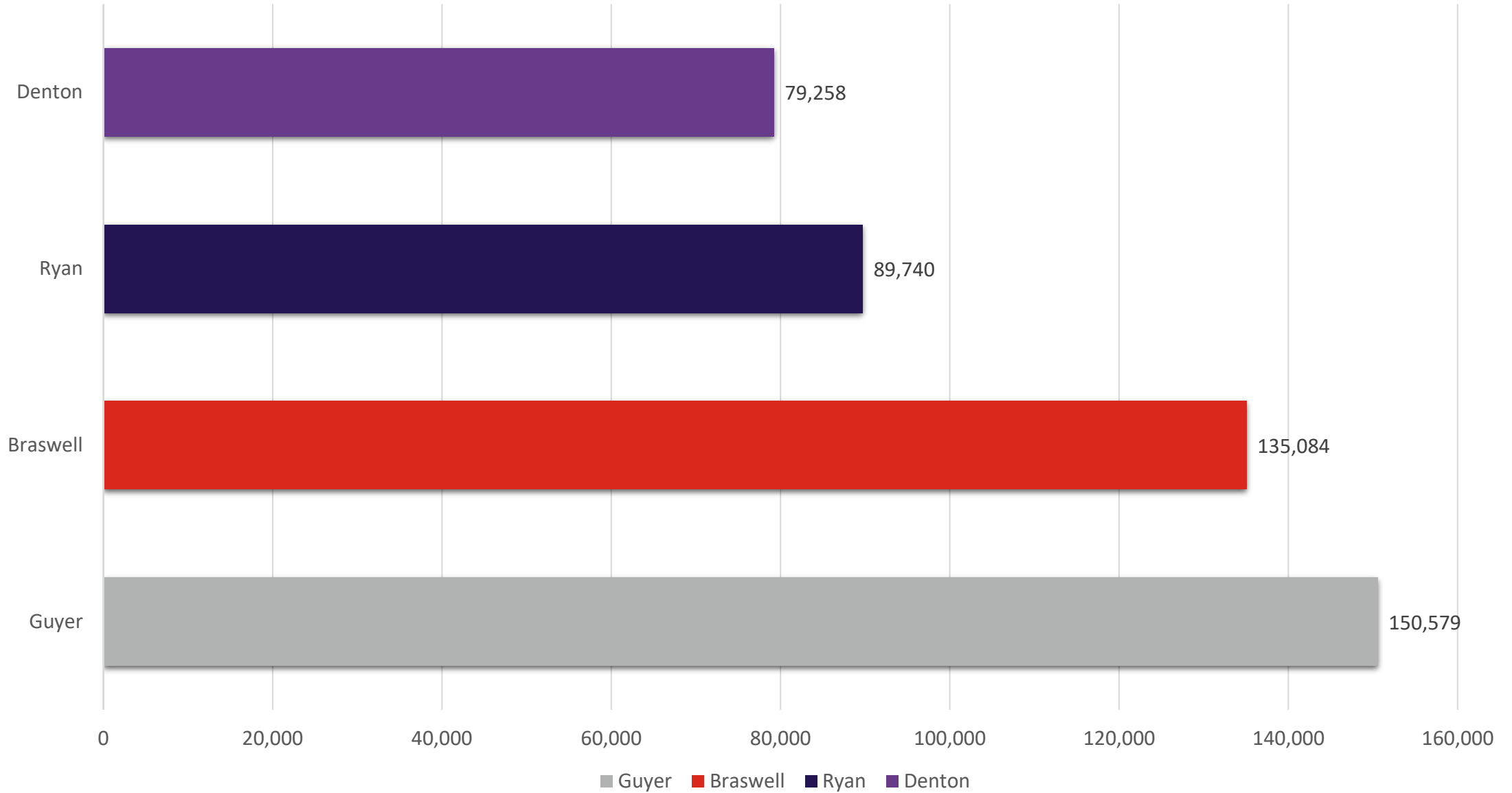
Number of Social Media Impressions (By Millions)



Dentonisd.org



High School Campus Web Views



Key Points/Takes

Consistent, digestible and timely flow of information is critical

Relationships are paramount

Efforts to care for students, families by local businesses and community at an all time high

Support, celebration of teachers and staff can change but remain consistent

Priority to redesign campus/department logos, seeking copyright

