

BISD Community Relations Report

March 2021

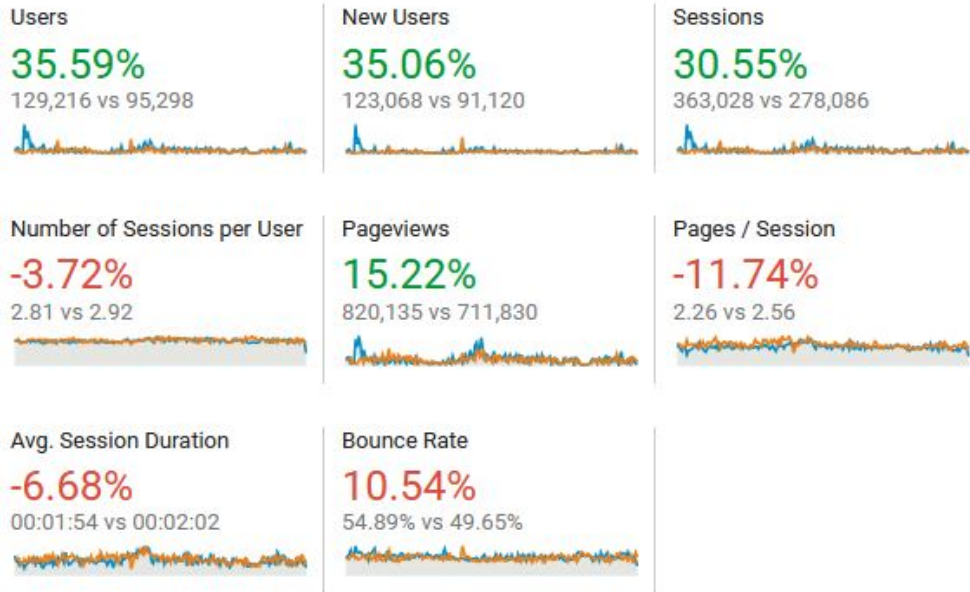
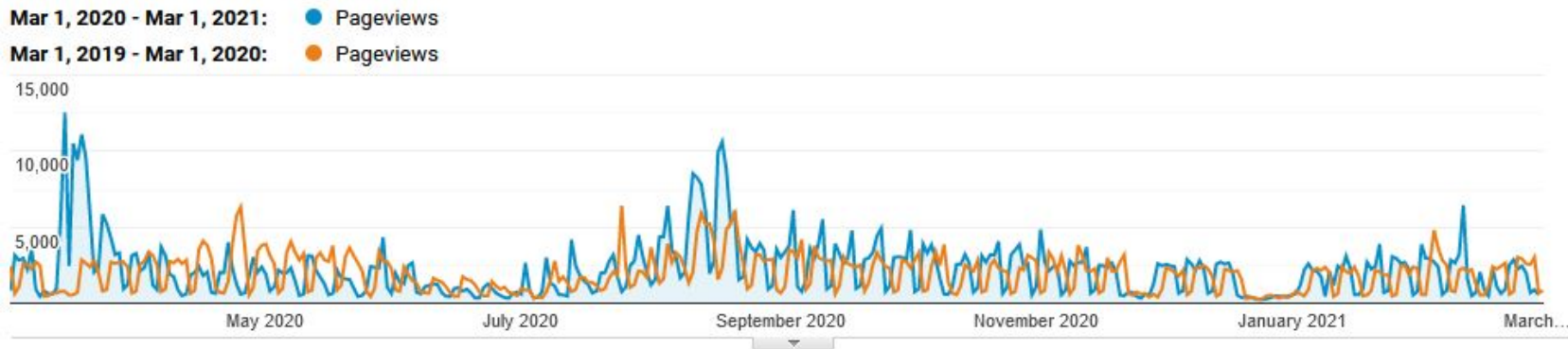
Mission of the Community Relations Department: To tell the BISD story through positive dialogue via print and social media, focusing on BISD policy, teaching efforts and student success; to integrate the BISD story into the community in such a way that it promotes goodwill and support to the district, while also investing key personnel into the community profile through service and networking.

Completed since March 2020:

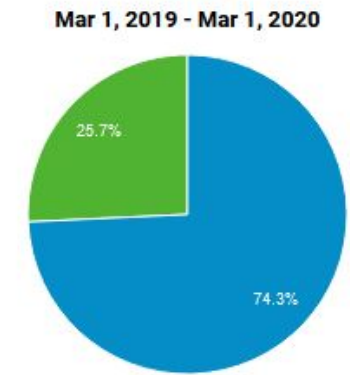
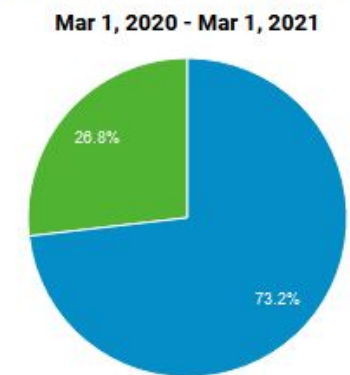
- COVID-19 Communications, COVID-19 Dedicated Website Section
- **192** School Total School Messenger Messages from BISD Communications (Phone Calls: **1351**, Emails: **519,980**, SMS: **240,228**)
- Of the 192 School Messenger Messages, **151 were COVID-19 Related** (Phone Calls: **1303**, Emails: **379,848**, SMS: **83,161**)
- BISD website updates (teacher pages, staff photos, daily updates)
- Billboards (Graduation, In-Person or Remote)
- Weekly articles/news
- **103** Press Releases (Previous school years: 18/19 – **83**, 19/20 – **91**)
- Monthly teacher and staff spotlight
- Monthly Board Reports & Board meeting live stream (YouTube)
- Manage district social media (Facebook, Twitter, Instagram)
- Updated Athletics website section, news feed integrations & calendar updates
- Live video streaming setup at Gordon Wood Stadium
- BISD Video Channel (brownwoodisd.org/tv)
- Utilizing BHS A/V and Photography students for coverage of events
- Graphics and video for Gordon Wood Stadium scoreboard
- Peachjar Implementation for Flyers
- Communications Internship – 2nd Year (Mackynlie Conklin, HPU)

Future Projects / Underway:

- Increasing Promotion of Elementary Programs
- Preparations for BHS Graduation live video coverage
- New billboards
- Back to School Guide
- Summer Guide
- Brownwood ISD Promo Video
- BHS A/V classes and utilization of BISD video channel



■ New Visitor ■ Returning Visitor



Notes: Website pageviews, sessions, users, and new users are up over the last year. Much of the increase is most likely due to COVID-19 as parents, students, and the community visited BrownwoodISD.org to get updates throughout the pandemic (note the spike during Spring Break last year).

SOCIAL MEDIA:

March 2021:

Twitter:

4,615 Tweets

1,416 Followers (up 36)

Facebook:

Total Page Likes: 4,333 (up 512)

Organic Post Reach (Max): 16,892

Weekly Post Reach (Feb. 22 – Feb. 28, 2021): 5109

Weekly Post Engagements (Feb. 22 – Feb. 28, 2021): 2488

Instagram:

880 Posts

1297 Followers (up 232)

March 2020:

Twitter:

4,226 Tweets

1,380 Followers (up 119)

Facebook:

Total Page Likes: 3,821 (up 435)

Organic Post Reach (Max): 20,855

Weekly Post Reach (Feb. 18 – Feb. 24, 2020): 3961

Weekly Post Engagements (Feb. 18 – Feb. 24, 2020): 2108

Instagram:

586 Posts

1065 Followers (up 356)

March 2019:

Twitter:

3,786 Tweets

1,261 Followers (up 61)

Facebook:

Total Page Likes: 3,386 (up 496)

Organic Post Reach (Max): 11,630

Weekly Post Reach (Feb. 22 – Feb. 28, 2019): 4,902

Weekly Post Engagements (Feb. 22 – Feb. 28, 2019): 2,361

Instagram:

335 Posts

709 Followers (up 540)

March 2018:

Twitter:

1,200 Followers

3,327 Tweets

Facebook:

Total Page Likes: 2,890

Organic Post Reach (Max): 6,206

Instagram:

73 Posts

169 Followers