

BISD Community Relations Report

March 2025

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.

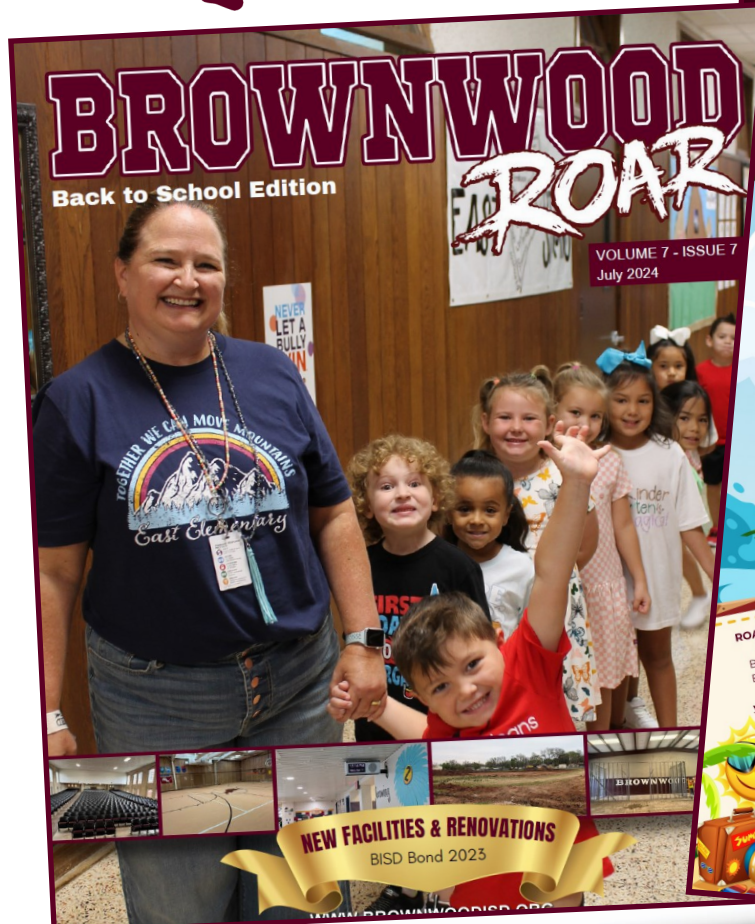
Completed since March 2024:

- **61** Press Releases
- Back to School ROAR Magazine—**Designed in-house (Saved over \$7,000)**
- Various Billboards (rotating)
- **2023 Bond (Banner designs, photos, various publications)**
- Weekly articles/news
- Weekly Calendar/Events summary
- Video Projects (Convocation, First Day of School, Lions Intro Video, BEF Gala, **4 BHS Commercials - Gordon Wood Stadium Video Board**)
- **BISD Website—platform move (Blackboard to Finalsite)**
- 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)
- 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
- **46** School Messenger messages (Communications Dept.) – *Excluding automated reminders for attendance / food service* — Emails: **130,978** SMS: **125,871**

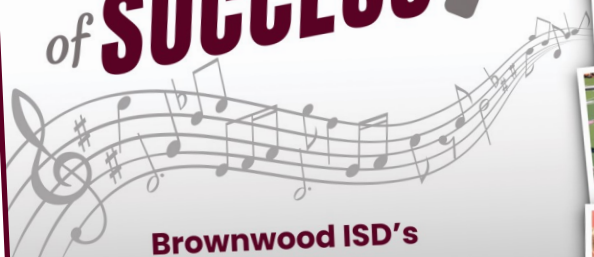
Future Projects / Underway:

- ADsy communications & promotion
- **School Messenger to Parent Square Transition**
- 2023 Bond (Media, News & Updates)
- Communications Internship / Partnership with HPU (Current Intern: Lauren Britton)
- Work with BEF / Alumni Association - FB Page / Logo / Graphics
- Preparations for BHS Graduation live video coverage
- Brownwood ROAR / Back to School Guide

COMMUNICATIONS



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SWEET SOUNDS!
of **SUCCESS!**



**Brownwood ISD's
Award-Winning
Music, Choir, & Band Programs**

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DIGITAL COMMUNICATIONS

WEBSITE (www.brownwoodisd.org)

Analytics

From 2/24/2025 to 3/2/2025

Searches
128

Unique IP Addresses
66

Searches per IP
1.94

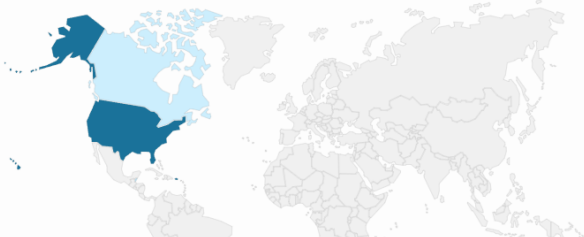
Top Searches

Query	Count	Average Hits
student portal	10	26
staff	4	27
schedule	4	2
eduphoria	3	1
mitch moore	2	38
calendar	2	18
transcripts	2	3
spring break	2	6
transcript	2	4
teachers	2	13

Top Searches Returning Few Hits

Query	Count
eduphoria	2
eduphria	1
cheer tryout	1
milller	1
ryan jackson	1
accessibility	1
special	1
holcomb	1
cosulier	1
ttess	1

Source Countries



Country	Count	%
US	120	93.75%
	3	2.34%
BZ	3	2.34%
CA	2	1.56%

Pages
Published

1,325 
Last 30 days: 25

Posts
Published

81 
Last 30 days: 10

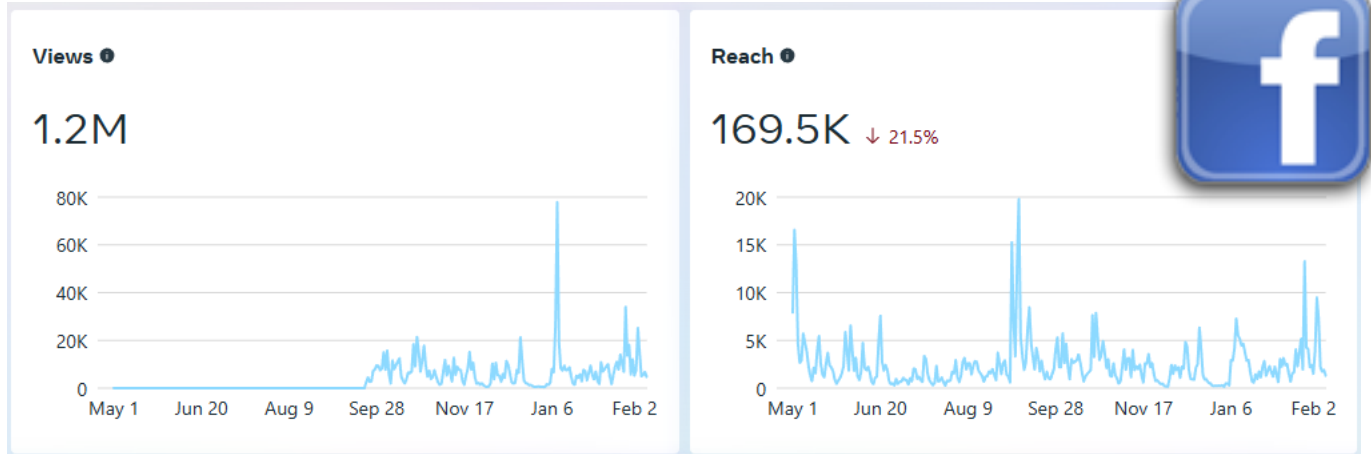
Resources
Created

1,330 
Last 30 days: 84

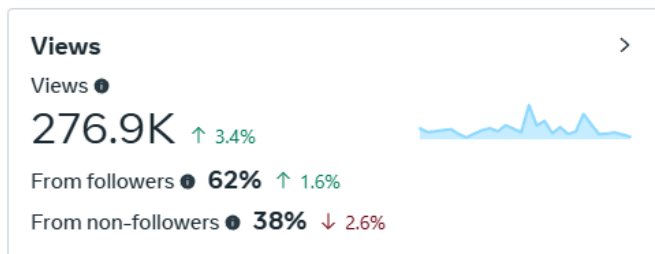


DIGITAL COMMUNICATIONS

SOCIAL MEDIA (Facebook, X/Twitter, Instagram)



Performance
February 3, 2025 - March 2, 2025



	March 2024	March 2025
FACEBOOK		
Total Page Likes	5100	5300
Followers	6157	6639
Page Reach (Year)	242,137	305,300
Content Interactions Since Aug 1	31,900	19,600
INSTAGRAM		
Posts	1856	2206
Followers	1616	1766
Reach Since Aug 1	9300	14,000
X/TWITTER		
Tweets	6136	6732
Followers	1471	1474
Impression (Last 28 Days)	3328	n/a